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# AMERICAN

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 SECRETARY'S REPORT • NAT'L AT WORK

## CATTLE PRODUCER

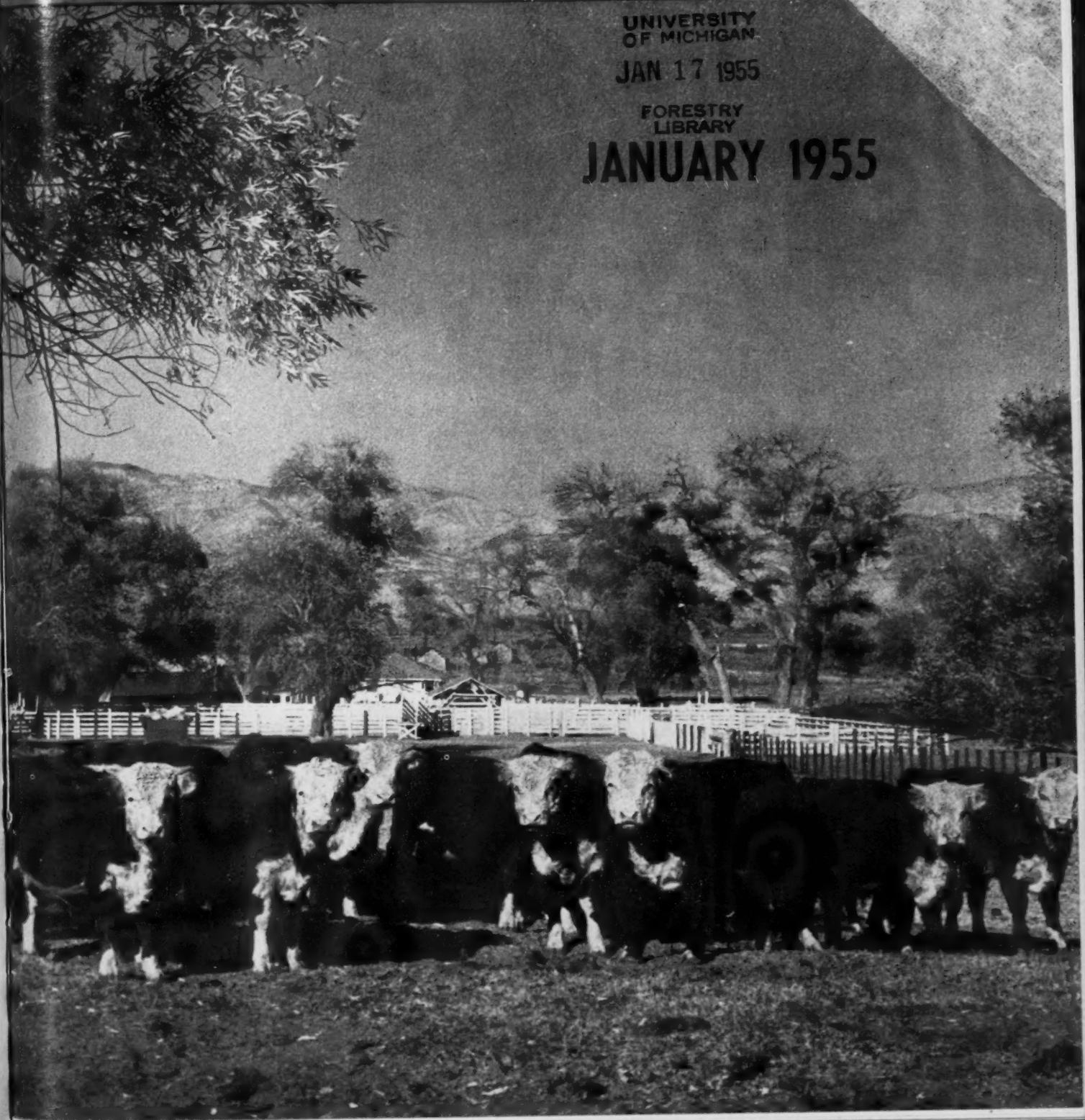
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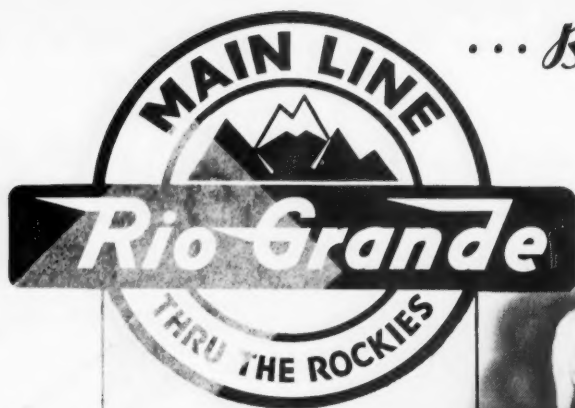
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 THE DIRECT CENTRAL TRANSCONTINENTAL ROUTE





# FRANKLIN

Quality  
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## Accessibility

**A**S CLOSE as your hometown Druggist! That's how accessible FRANKLIN Products are to the great share of America's stockmen.

Promptness is often necessary to prevent losses. Convenient access to supplies saves many lives.

FRANKLIN Dealers are equipped to help with FRANKLIN dependable quality and a purpose to serve as well as to sell. This puts close at hand the answer to most problems of livestock disease.

We'll gladly send you name of nearest Franklin Dealer and free copy of latest catalog.

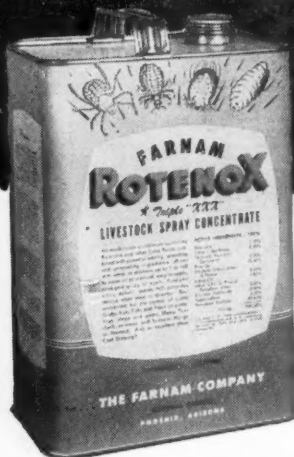
**O.M. FRANKLIN SERUM COMPANY**

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**ROTENOX**  
 SPRAY-DIP  
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**KILLS CATTLE GRUB**  
 (Wolves, Warbles)  
**LICE, TICKS**  
 and Sarcptic  
**MANGE MITES**



The One and Only livestock spray that controls all four fall and winter stock pests — grubs as well as lice, ticks and mange mites! Choice of leading cattlemen the nation over! More than 7 million head of cattle sprayed with Rotenox last season!

\*THE "SHOW" COAT SPRAY — an excellent conditioner of hair and hide. Leaves beautiful, glossy coat, free from scale and scurf.

**SAFER TO USE! EASIER TO APPLY!**  
**PROVEN MORE EFFECTIVE!**

Rotenox is a rotenone-base spray, highly toxic to cold-blooded stock-pests, yet relatively non-toxic to warm-blooded humans and animals. Thus, it's safer to use! Important also, it can be applied either as a spray, dip or wash. High pressure is *not* necessary to make this product effective.

Rotenox is *economical*, too!—one gallon of the concentrate makes 160 gallons of finished spray. So, why be satisfied with less, when the best is so very economical. *This* fall and winter, spray with Rotenox!

**AT YOUR DEALER:** If he doesn't have Rotenox in stock, he can get it for you!

**THE FARNAM CO.**  
 Phoenix, Arizona  Omaha, Nebraska

People's morals or minds cannot be regulated by legislation.

Be a good loser—but don't make it a habit.

**Help Yourself!**

Sounds like something free, doesn't it?  
 Funny thing, it really is!  
 It's what you get extra when you  
 use **WHR** blood.

It helps you produce better cattle.

**Wyoming Hereford Ranch**

**Cheyenne**

**Letters** To THE EDITOR

**STILL HOPING**—We are going into the winter in fair shape in this particular section of Texas. We had some good rains last June, but the good they did is just about all used up. It is awfully dry now. Lots of folks are starting in to feed all of their stock. However, we don't think we will have to feed our sheep if it will just rain once. The outlook isn't too good, though.—Ralph P. Mayer, Sutton County, Tex.

**WHERE'S THE SNOW?**—I am state president of the Missouri CowBelle Association, so you can see why I love this magazine. The "show-me" state has been in deep trouble with the weatherman the past year. The lack of moisture has been pathetic. We fed hay all summer; pastures were gone by June. . . . no fall rains. November set a record—not one drop of rain or snow. —Mrs. Leon T. Cummings, Jackson County, Mo. (Continued on Page 24.)

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**AMERICAN CATTLE PRODUCER**



TO THE  
EDITOR

# The Lookout

**Marketings** of fed cattle and hogs are likely to be relatively large this winter. As much cattle feeding as a year ago—or more—will provide a substantial supply of finished cattle. Grass cattle marketing, showing seasonal declines, are likely to continue below a year earlier, and total cattle slaughter may be down somewhat from last winter.

**Prices** of top grades of cattle will probably not change much in weeks ahead, and the spread between them and lower grades will remain wide. In late winter and spring a seasonal increase in supply and reduction in price of highly finished cattle, coinciding with a seasonal rise in price of feeder cattle, is expected to narrow the price spread between grades.

**Hog Marketings** the past fall were not so large as might be expected by the earlier than usual farrowings last spring. A larger part of the hogs from the spring pig crop probably remained on farms at year's end than in either of the past two years. Marketings of these hogs during the winter will hold down the seasonal upturn in hog prices. The 1954 pig crop totaled 92.5 million head. Of this number, 55.7 million were spring crop pigs, up 12 per cent from a year ago, and 36.8 million were fall crop pigs, up 16 per cent. The 1955 spring pig crop will be 5 per cent above last spring.

**Fewer Sheep and Lambs** will be on feed for the winter and spring markets than a year earlier, feeding reports indicate. Marketings off ranges are smaller than a year ago and decreasing seasonally, and seasonal price rise for sheep and lambs in late winter may be fully as great as usual though probably not equal to the sharp rise of last year.

**Since Fewer** farmers are eligible for loans and the 1954 corn crop is smaller, less corn is expected to be placed under support than in the past two seasons. Because of smaller supplies, and with the bulk of the record carryover of corn under loan or owned by CCC "free market" supplies of corn probably will tighten as the marketing season progresses. Total supplies of high-protein feeds are expected to be a little larger than last year as a result of the prospective record of soybean meal. These forecasts come from USDA's Demand and Price Situation.

**A Record-Shattering** 26 billion pounds of meat is expected to be produced during 1955—half a million pounds more than the high reached in 1954, according to J. M. Foster, chairman of the board of the American Meat Institute and vice-president of John Morrell & Co.

"The industry never has been in a better position to satisfy the meat-buying wants of the public," he asserts. "Fortunately, the livestock and meat industry has been able to keep supplies in pace with the steadily mounting population which has now reached 163 million, and it would appear there is little danger of the industry's not being able to produce enough meat within the foreseeable future." He thinks our cattle and calf numbers on Jan. 1 will have counted up to about the same as last year's—94.7 million head—and that there will be more pork for consumers during the next few months.

**Sales of Farm Products** the first 11 months of 1954 brought farmers about \$27.2 billion—4 per cent less than in the same period in 1953, says Agricultural Outlook Digest. Receipts from livestock and products, at \$15.3 billion, were down 3 per cent. Farmers got less for eggs, chickens, dairy products, but a little more from cattle and hogs. Crop receipts, totaling \$11.9 billion, were down 6 percent from the 11-month period of 1953. Receipts from cotton, wheat, and truck crops were down substantially.

**No Relief From High Costs** has come to farmers so far. The parity index was slightly higher in mid-November than a year earlier. Prices for both family living items and production items were up a little. Interest and taxes also were higher, but wage rates have come down.

**Consumer Income** is running slightly above last year and at a record rate as business activity continues to rise. Industrial production is gaining and employment rose a little the past two months. New orders received by manufacturers have increased, and construction activity continues above a year ago. New construction for 1955 is forecast at \$39.5 billion, 7 per cent greater than in 1954, according to commerce and labor department estimates.

# Mother Black...

## queen of the brood cows!

**S**HE'S second to none . . . this lady!

Years ago, her Scottish heritage endowed her with a body of beef and a bloom of health . . . *the one cow that would never have horns.* She came to America, and soon was labeled by farmers and ranchers as "queen of the brood cows."

### LADY OF PERFORMANCE

Why is the Angus cow the brood cow supreme?

Well . . . there are many, many reasons from the top of her proud, polled head all the way to her black, bountiful udder. But the reasons that mean the most profit to you are these:

**Larger Calf Crops.** First and foremost, you keep a cow to raise a calf each year. And very, very seldom does Mother Black miss, for 100% calf crops in Angus herds are not uncommon.

You see, Angus cows have *natural hardiness and strong constitutions* enabling them to calve with little difficulty. And Angus calves have smaller bones and naturally-polled heads which make calving less of a problem. Even commercial Angus heifers properly developed and bred as yearlings produce strong, lusty calves as two-year olds.

**Bigger Calves at Weaning.** Of course the payoff is, how big is the calf at weaning? Here again Mother Black is incomparable.

For example, in eight years of testing at an agricultural experiment station, Angus calves weighed less at birth than calves from cows of another major beef breed, but averaged weighing much more at weaning . . . steer calves 66.4 pounds more . . . heifer calves 43.4 pounds more.

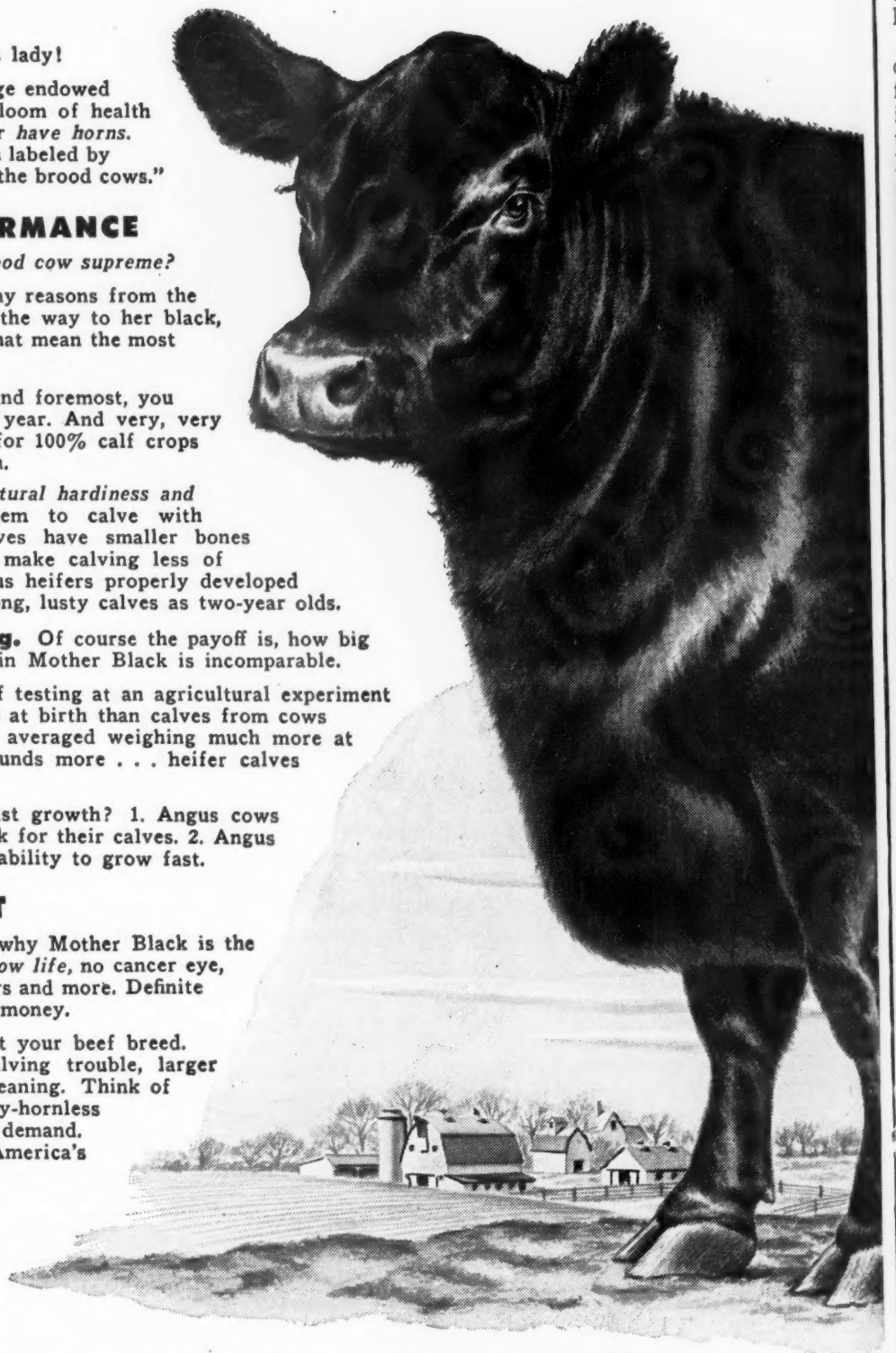
What's the reason for this fast growth? 1. Angus cows give a plentiful supply of rich milk for their calves. 2. Angus heritage gives calves the natural ability to grow fast.

### LADY OF PROFIT

There are a lot more reasons why Mother Black is the deserving queen, things like *long cow life*, no cancer eye, less pink eye, no snowburned udders and more. Definite advantages which make you more money.

Think twice before you select your beef breed. Think of today . . . of less calving trouble, larger calf crops and bigger calves at weaning. Think of tomorrow, too . . . when naturally-hornless Angus will be more and more in demand. For, as you may know, Angus is America's Fastest Growing Beef Breed.

**American Angus Ass'n**  
Chicago 9, Illinois



## Be ahead! Breed Blacks!

AMERICAN CATTLE PRODUCER



## Free Trade

DURING THE TWO YEARS of the Eisenhower administration there has been ample evidence displayed in Washington that it is more than friendly to a trend in reciprocal trade that will lower tariffs and move quite openly in the direction of free trade. Now with the Democrats in power in Congress and the administration itself friendly to lower tariffs, 1955 undoubtedly will be the year that the real fight will be made.

From the standpoint of the direct interest of the cattlemen, this is not too alarming. Imports of cattle from Mexico will increase whether or not the tariff is reduced—but the prospective supply in that country is not particularly alarming and the needs of the Mexico City area for meat and the maintenance of the packing industry in that region will bring about greater local consumption. Much this same situation prevails in South America.

What we are concerned about is the domestic market for our product; and the refusal of the administration in most cases to follow the recommendations of the United States Tariff Commission with respect to protecting our domestic industries is rather alarming. Free trade as a theory is wonderful. It would remove all undue barriers to trade between the nations and is supposed to benefit everybody . . . but free trade as a hard, practical fact, when it means forcing local factories and plants to close down so that we can accept the imports of some country, probably financed by American cash, is less wonderful.

IN THE SHOWDOWN that looms ahead, labor appears ready to take a more active part on the side of protection. The unions know which side their bread is buttered on. The many unions whose members are engaged in the manufacture of such products as gloves, hats, pottery, glassware, watches and many other things are not anxious to lose their jobs for the glory of free trade. Maybe 1955 will go slightly in the direction of lower tariffs and freer trade—but in the long run the PRODUCER still ventures to predict that a moderate protective tariff is the only sound economy for our country.

## Action Past Due

IT IS ALMOST TWO YEARS since a valuable herd of Charollaise cattle was smuggled into the United States from Mexico. Since that time the animals have been held in quarantine in Louisiana; they have been the objects of an extended deportation order, and the subjects of numerous hearings . . . but they are still here.

THE LAWS of this country affecting smuggled goods of any nature are clear-cut. The fact that the "goods" involved is in this case expensive should have no bearing on the decision to destroy or return to the source of shipment.

Ill-advised politicians are apparently at work trying to find some way to evade the law and allow these cattle to remain here permanently. The industry, however, is continuing an unceasing fight to have Customs return the animals to Mexico.

**FOOT-AND-MOUTH DISEASE** is a treacherous thing to fool with. It has shown up in sus-

pected animals long after they might have been considered safe. In this instance, there is the additional factor that the very presence of the cattle in this country is illegal. Two of the men connected with their entry have been given jail terms for their part in it; a third is in France.

There seems nothing to be gained by prolonging this case into infinity, except additional expense, a loss of face—and, perhaps most important of all, running the danger of involving the nation in an outbreak of disease which could well be disastrous.

The time for arguing the pros and cons is long past (if, indeed, it ever existed.) Decisive action should be taken, and taken now.

## Spike It For Good

THIS IS THE TIME of year when the economists start figuring out how many cattle we have, what the slaughter figures will show, how much beef people have eaten and how things will go generally.

What they are finding is that the cattle population figure on Jan. 1 will be about the same as on Jan. 1, 1954; that slaughter will be a little heavier than it was in 1953, and that beef consumption for the year just passed was even larger than in 1953.

In the midst of these estimates, the thought occurs to us, "What would have been the situation and prospects if we had price supports on cattle?" Some people were clamoring for them in 1953 when prices paid for cattle were somewhat low.

TO GET some kind of answer to this question, we have taken a few figures from government reports.

Beef production in 1952 was 9.6 billion pounds. In 1953 it was 12.4 billion. In 1954 about 13 billion. None of this beef has gone into storage—there's only a few days' supply there. It has been eaten. Our consumption rate in 1952 was 61.2 pounds per capita. In 1953 it was 76.6; in 1954 about 79 pounds.

If cattle had been supported, would consumers have eaten the extra billions of pounds produced in 1953 and 1954—or would they have gone into some kind of storage. And what about 1955? You know, people historically have spent only about 2.8 per cent of their income for beef. And it is hardly likely that the industry would have put on its "Eat More Beef" campaign if cattle had been supported.

TAKE ANOTHER SET of figures. Slaughter last year is estimated at 39.3 million animals, which to the economists means that the cattle count on Jan. 1, 1955 will show up the same as last year—94.7 million—maybe even a little lower. This, of course, means also that cattle numbers are leveling out fairly satisfactorily.

If we had had price supports, would we have seen another skyrocketing in numbers like that which took place during the years of high prices when numbers jumped 5 million a year?

ARGUMENTS similar to these were used by cattlemen in 1953 to counter the movement for price supports. And this, along with the inherent belief in the industry that it must continue to be free from regulation, halted the price support movement.

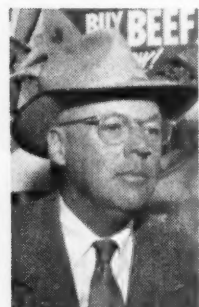
Now that the point has been proved, price supports should be spiked for good.

## The 'National' At Work



Frank Boice

• A tax manual written especially for stockmen will be off the press in late January. Published by the National Live Stock Tax Committee, of which Frank Boice, Sonoita, Ariz., is chairman, and Stephen Hart, Denver, attorney, the book is written in laymen's language and gives up-to-the-minute information about the new tax code as it affects stockmen. Some of the sections: "Should you do business as an individual, partnership or corporation?" "Choice of accounting method"; "Purchase of land and livestock." Capital gains and other income and important deductions and losses are also treated, with a section on winding up your business and your obligations and rights in returns. The book carries a price tag of \$1.



John Marble

• The special marketing committee of the National, chaired by John Marble, Carmel Valley, Calif., has been active the past year in two main directions: (1) as a "clearing house" for beef promotion material to supplement in every possible way the programs of state and local affiliated associations, and (2) in reaching out to new territory, especially in the eastern United States, with beef promotion material and to stir up interest there.

• The National's committee on brand and theft, which is under the chairmanship of Lyman Brewster, Birney, Mont., will have a major problem to consider at Reno—a proposed amendment to the Packers and Stock Yards Act that would broaden the authority of state inspection agencies in their inspection of out-of-state animals. After a conference of brand state representatives, at the invitation of the American National, the proposal was drawn up.



Lyman Brewster

• An important report scheduled for Jan. 11 at the Reno convention is the talk of R. C. Pollock, retired manager and now consultant to the National Live Stock and Meat Board. After many years of beef promotion activity employed at various critical price and supply periods, the American National is now seeking a sustaining nation-wide plan. At a conference in Chicago Dec. 2, called by President Jay Taylor, Mr. Pollock was named to head a special "fact finding" committee.



R. C. Pollock

• Alan Rogers, Ellensburg, Wash., heads a special research committee that has worked the past year to find a more practical approach to research work in cattle and ranch management. An important phase of the committee's work was a questionnaire project (promoted by the livestock press) through which the committee has been able to pinpoint the more common livestock health problems of ranchers and has found need for management helps in such problems as production testing and breed adaptation.



Alan Rogers

• President Jay Taylor and Executive Secretary F. E. Mollin attended the annual California Cattlemen's Association meeting in Sacramento in early December. President Taylor was a featured speaker there. The Californians, along with the Nevada cattlemen, are co-hosts to the National meeting in Reno . . . President Taylor was a member of a panel at the Third National Agricultural Credit Conference of the American Bankers' Association in Memphis Nov. 30. The panel predicted cattle prices would remain about level during 1955.

• Recent traveling activities of Rad Hall, assistant executive secretary, include attendance at the executive committee meeting of the Wyoming association and quarterly meeting of the New Mexico meeting, an address at the Texas Farm and Ranch Credit School for Commercial Bankers at A. & M. College of Texas; participation in a conference at Baton Rouge, La., with Senator Allen Ellender, President N. H. Dekle and Secretary A. P. Parham of the Louisiana Cattlemen, and Sid Weber of the Louisiana Polled Hereford group, on the matter of the smuggled cattle now in quarantine in Louisiana.

## The Public . . . And You

BY  
LYLE LIGGETT

"THIS AUGUST IS OUR first beef month. For 31 days campaigns to sell more beef will be in full swing.

"The chain stores and the independent shops are the important cogs in turning the sales. They were asked to help move beef, and they replied: Sales will be boosted, not through price slashing, but by promotion campaigns. All the various branches of the industry are pushing the big campaign. It ought to be a success." (Editorial)

"Display beef attractively, suggest it to consumers and tell them how to use it, and sales of beef will start upward.

"And that is just what was done during the National Beef Month in retail stores all over the country. . . Chain store and independent retailer organizations made effective use of advertisements.

"Beef posters and streamers, window strips, case displays, beef recipes, suggestions on beef cookery, facts on the food value of meat—all were used to excellent advantage in meat markets. . . ." (News Item)

"Cooperation and publicity put the National Beef Month across, and for this the chain-store operators and independent retailers, the processors, the commission men and college animal husbandry men, the editors, the railroad operators, and the Meat Board, which conceived the idea, are to be commended.

"Thanks to the August nation-wide beef sale, there was a considerable improvement in cattlemen's revenues instead of the expected decrease . . . pretty good evidence that National Beef Month propped up prices, and it was the publicity in the campaign that turned the trick. We venture the suggestion that National Beef Month has even another trick up its sleeve; for it is not improbable that that campaign may be a trail-blazer to a systematic plan of beef advertising. Advertising is a matter which cattlemen have often seriously considered, and now they know how it works." (News Item)

These excerpts from articles in the August, September and October 1936 PRODUCER illustrate that today's urge to promote beef is not new. Other articles—dating from those in 1921 and 1922 when the American National took the lead in establishing the National Live Stock and Meat Board—reflect the concern for promotion which rose and ebbed as did the fortunes of the cattle industry.

When prices were low, promotion talk was revived. When prices went up, and programs could have been financed, little was heard about promotion.

Does history repeat itself?

AMERICAN CATTLE PRODUCER



# 58th Annual Convention Starts

## President Discusses 'Opportunities In Appetites'

Excerpts from annual address by President Jay Taylor of the American National Cattlemen's Association at 58th annual convention in Reno.

**THIS HAS BEEN A MOST INTERESTING** year for me as your president. It has been a surprising year also. You have surprised not only me, but everyone else in the nation!

The determination of the cattleman to use his hands, his wits and his heart to whip problems into shape is not new, of course. But no one would have believed that the cattlemen of the nation would meet their greatest challenge in such a splendid manner. You rejected price supports on your cattle and then went out and sold beef as it has never been sold before!

I'm proud of you—and so is the nation! Everywhere I go people say: "Those cowmen have certainly shown us how to do things for ourselves." And the cattlemen can take credit for stimulating a great deal of the revived interest in telling the "agricultural story" to the public.

But isn't it nice to have everyone, including President Eisenhower, helping us—particularly when that help is of the neighborly kind that Americans always give their fellow men when difficulties arise!

It's not hard to remember when only a short time ago everyone was cussing us out . . . Or when people were advocating all kinds of beef substitutes. One thing we've learned—now that we've regained the respect and affection of the nation—is that we cannot relax our efforts to continue providing beef efficiently to every one at prices they can afford to pay. We could get cussed out again!

\* \* \*

During the last year, I've visited nearly all of your states. You've been most helpful in trying to educate a Texas cowhand about your problems. And, through the various committees, we of the American National have tried to work with you in solving those problems.

Your National association, and all of the state associations have had a good year. Much has been accomplished in many fields. Mentioning a few, I would say that the near-completion of the permanent headquarters building is visual evidence of the faith the cowmen hold in their future.

The National has maintained its membership numbers while building its strength. This, of course, has been



President Jay Taylor

### SPEAKERS

**Hon. Charles H. Russell**, governor of Nevada.

**Roy G. Bankofier**, president, Nevada State Cattle Association.

**T. W. Athey, Jr.**, first vice-president, Alabama Cattlemen's Association, response to welcome.

**President Jay Taylor.**

**Secretary F. E. Mollin.**

**J. Evetts Haley**, Canyon, Tex.—"Americanism and the Cowman."

**Aled P. Davies**, American Meat Institute.

**John G. McNeely**, researcher, College Station, Tex.

**Harvey McDougal**, president, California Cattlemen's Association—"Mutual Problems of the Producer and the Feeder."

**Robert H. Reed**, editor, Country Gentleman-Better Farming—"America's Greatest Need—Teamwork."

**R. C. Pollock**, research director, National Live Stock and Meat Board—"Beef Promotion."

**William Wood Prince**, president, Chicago Stock Yards—"Livestock and Research."

**Stephen H. Hart**, tax committee attorney—"Revenue Act of 1954 as it Affects Stockmen."

**E. J. Maynard**, Great Western Sugar Co.—"Modern Developments in Feeding."

**Earl L. Butz**, assistant secretary of agriculture—"The American Cattleman and the American Way."

true of the state and local groups throughout the country.

And all cattlemen's associations have built the prestige of the industry to a new high. We are now heard in circles where our voice was barely recognized in past years. Our city neighbors in our own communities have begun to realize the importance of the stockmen to their well-being.

Too many of us, I'm afraid, fail to realize that the most effective work done during the years has been by the various committees of the American National and of the state and local groups. All of the national committees have done excellent work this year, and you will hear more about them later. But I single out today three committees—research, marketing and tax—because of the unusually long and hard and effective work they have done during the year. These men, and particularly their hard working chairmen, Alan Rogers, John Marble and Frank Boice, deserve our sincerest thanks.

\* \* \*

I think we are coming into the period of the greatest "Beef Feast" in history. There is no reason that people won't eat more beef if we, as beef producers, continue to provide the best beef possible through normal channels at prices reasonable to all and IF we continue to educate the homemaker to the enjoyment and the benefits to be had with beef.

We have proven that cattlemen—and especially the CowBelles—can be effective beef salesmen.

Every state affiliated in the American National has developed a promotion program which takes into consideration the problems and opportunities within that state. Even the states—like Nevada—most hard hit with the drouth are making history . . . and **SELLING BEEF** . . . with programs of promotion and education.

The American National has been working with eastern states and with national associations in efforts to carry the beef story emphatically to the large urban areas.

And, you know, we have found out one very important thing in all of this beef promotion activity. And that is that the individual cowman or CowBelle is the key to the effectiveness of any campaign. His strength, his faith and his unique position as a powerful "field salesman" must not be wasted or let wane in our future programs.

We have also proved that we can be a real and vital part of the Beef

Team. It's funny, but we simply never realized before that we had so many friends in that long and complex chain of allied industries which takes our product to the nation's table.

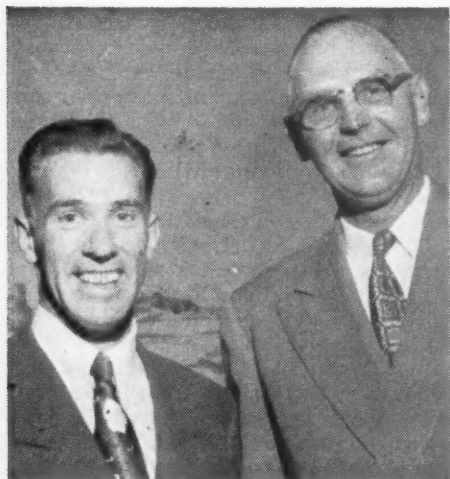
Every segment of the Beef Team has pitched in enthusiastically to help us this past year. A perfect example of that willingness to help came this fall when we joined with vegetable growers to move coincidental surpluses of beef and vegetables. That was the famous "Beef Stew" drive. More than 30 organizations, the Department of Agriculture and hundreds of thousands of grocery stores, restaurants, locker plants, railroads, airlines and other retail beef outlets joined with cattlemen everywhere in reminding the homemaker about the old-fashioned goodness in beef stews, pot pies and other beef-vegetable combinations.

Was the campaign successful? Well, during October beef sales went up an average of 9 per cent in the thousands of stores surveyed—and that's a 9 per cent increase over the previous peak in October of 1953.

During September and October, cold storage stocks decreased.

Those are just examples of what one hard-hitting campaign did. All of our state, local and national campaigns combined contributed greatly to the record-shattering per capita consumption of around 80 pounds during 1954. And they helped stabilize our livestock market despite heavy supplies, increased competition from pork and poultry and ever-increasing competition of the consumer's dollar from everything from TV sets to new cars, power mowers, air conditioning and all of the other expensive symbols of our American standard of living.

Sure we made some mistakes, maybe even wasted some money and effort.



A shot taken as two Nevada officers were preparing to welcome the 58th annual convention of the American National to Reno—Samuel C. McMullen of Elko, at left, the secretary, and Roy Bankofier of Fernley, the recently elected president.

But we were amateurs. We still are—but we are learning fast.

None of us, I am sure, particularly enjoy putting up money for beef promotion, but we are fast recognizing that this isn't 1925 or 1935 or 1945 . . . it's 1955 and times and methods are changing fast.

Radio, television, the full-color impact of major magazines and newspapers—they are all here to stay, and whether we like it or not people do go out and buy the things they learn about through our modern channels of communication.

What mother can resist the pestering of her children for something they see every afternoon on television.

Remember there are 10,000 new babies born every day, and nutritionists have proved that those babies should start eating beef at six weeks of age and continue to eat beef every day of their lives.

There is our future market! There is our "opportunity in appetites."

We must work ever harder to let every mother know the fundamentals of a good protein diet and the value of beef as the best daily source of protein.

And we must be able to do this in the face of ever-increasing demands on the consumer's attention in the return to a "buyer's market."

\* \* \*

How best to tell the beef story is our biggest problem. How to raise the money, and how much to raise, are problems that a lot of us have been struggling with for a long time. The American National has had a special committee studying all phases—and the best brains in the rest of the Beef Team have also been working on it.

But those answers are hard to come by—as you folks who have been working so hard on local promotion campaigns well know. That's why we asked R. C. Pollock, former manager of the National Live Stock and Meat Board, to come out of retirement and head up a special fact-finding group which will report to you later in this convention. We have been most fortunate in gaining Mr. Pollock's help.

I think the facts will show that we can sell beef through promotion and education—and that we are doing it.

But from here on, it's up to you at this convention—after seeing all the facts and considering all practical solutions—to make up your own minds on where we go from here.

We have already come a long way. We have captured the admiration of the nation by refusing supports and controls and by working vigorously as a vital part of the Beef Team to solve our problems while helping the nation to better health and well-being.

And you have proved once again that the American National stands for the truly American spirit of individual initiative, determination and integrity.

## Secretary Details Year's Activities



Secretary F. E. Mollin

IT IS A PLEASURE TO REPORT TO this great convention on the activities of the American National during the past year. In the following paragraphs, I will touch on most of them and mention some of the problems looming ahead.

**BEEF PROMOTION**—The dominant note in cattle meetings throughout the country during the year 1954 was the matter of beef promotion. President Taylor in his splendid address has covered this subject in considerable detail. He, Chairman John Marble of our marketing committee, the other members of that committee and many leaders in the various state associations have devoted a great deal of time to that subject during the year. This increased activity, started back in 1952, has undoubtedly been very helpful in bringing the cattle market out of the doldrums. It is a continuation, an expansion of the work started in 1944 with the formation of the Cattle and Beef Industry Committee by the American National Cattlemen's Association; that committee has met many times in the intervening 10 year period, and through cooperation with packers, retailers, both chain and independent, and feeders has done much to keep beef in the public eye.

I am sure we all hope that a practical way will be found to implement a permanent promotion program that will still further expand these activities.

**BEEF CONSUMPTION**—You will recall that a year ago last summer there was some sentiment throughout the country for beef support prices. Hindsight is always better than fore-

AMERICAN CATTLE PRODUCER

sight, but the record that time the can National port prices ter of catt more than 36.8 million current es mately 39.5 increase matched by and veal c tion incre pounds in pounds in is 13 billion has made had had t the market in some ki increased s it into con Too, if the ing the ma up invent we reached has often storage is

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sight, but one need only look over the record of the developments since that time to be sure that the American National's opposition to such support prices was right. Our total slaughter of cattle increased from slightly more than 28 million head in 1952 to 36.8 million plus in 1953, with the current estimate for 1954 approximately 39.5 million head. This sharp increase in numbers slaughtered is matched by a similar increase in beef and veal consumption. Beef consumption increased from 9,667 million pounds in 1952 to 12,444 million pounds in 1953. The estimate for 1954 is 13 billion pounds. Veal consumption has made a similar increase. If we had had the government supporting the market, we would have piled up in some kind of storage a part of this increased slaughter instead of moving it into consumption as we have done. Too, if the government were supporting the market, we would have piled up inventories of live animals until we reached an unmanageable basis. It has often been stated the best food storage is the human stomach.

The peak of the movement for support prices was about the time of our executive committee meeting in October, 1953. This movement has now almost completely disappeared and in fact seems as extinct as the dodo.

**TOTAL CATTLE NUMBERS**—Cattle numbers continue on a relatively high plane. You will recall the inventory of approximately 94.7 million head on Jan. 1, 1954. In the late summer, when marketings continued to run substantially above 1953, it was estimated that total cattle numbers on Jan. 1, 1955 would show a reduction of possibly 500,000 to 1 million head. At that time, it was expected that beef cow numbers would hold about steady or slightly decrease. With a better stabilized market throughout the months of the heavy range run, cow marketing began to drop off so that now it is anticipated we may have a slight increase in cow numbers and no significant change in total cattle numbers. If anything, there might still be a small decrease.

**DROUTH SITUATION**—Drouth has continued to plague large areas of the range country in the West and Southwest. Some areas have had substantial relief, but this has been very spotted and undoubtedly drouth has contributed substantially to the continued increase in cattle slaughter. The drouth situation materially hampered the activity of our field representative, Russell Thorp. Nevertheless, membership has held up very well.

**IMPORTS OF CATTLE FROM MEXICO**—As this is being written late in December, it is expected that the embargo against imports from Mexico will be raised on Jan. 1, 1955. When the proposal to raise the embargo was first announced some months ago, there were wild reports that Mexico

would ship as many as 650,000 head to this country during the year 1955. More recently, however, the estimates have been more conservative, indicating that the needs for meat in the Mexico City area, the desire to maintain their newly developed packing industry and a desire also to increase cattle numbers in the north of Mexico might result in total exports for the year of only between 300,000 and 400,000 head.

**SCHOOL LUNCH PROGRAM**—Despite many indications from officials of the Department of Agriculture that they were just about to embark in the fall of 1954 on a new beef purchase program for school lunch purposes, the department finally backed away from it entirely, even though some cows sold under the levels of a year ago when the program was in effect. Better grade cows held up fairly well. We still believe that inasmuch as the money for this program comes from Section 32 funds it would have been quite in order for the department to have bought enough beef during the season to supply a reasonable proportion of the school lunch needs. We receive many complaints from cattlemen whose children are being fed ham or turkey, but get little or no beef.

**RECIPROCAL TRADE**—It is well known that President Eisenhower leans toward a free trade policy. Advance notice has been served that the administration, with Democratic leadership in both the House Ways and Means Committee and the Senate Finance Committee, will press for enactment of a three-year extension of the Reciprocal Trade Act and for power to the Executive to lower all tariffs 5 per cent each year during that period. The president continues to veto practically all the suggestions that come from the Tariff Commission for increased tariffs to protect specific American industries already in trouble as a result of increased importations of their own or competitive products. As a partial offset to the more favorable position in this instance in which the administration now finds itself is the fact that more labor unions are swinging around to support of industries adversely affected by such imports. There will be a hard fight during the year 1955 on this issue. Perhaps there will be some actual gains for the free traders, but in the long run I believe a reasonable protective tariff must be the solution.

**BUY AMERICAN**—The association continues to support the Buy American clause in the armed services appropriation bill under which the bulk of meat supplies for the armed services is provided. This clause will be under particular attack during the coming year, with the free traders more strongly entrenched in the saddle in Washington as indicated above.

(Continued on Page 20)

## BEEF—Across The Country

A state beef council was created by the South Dakota Stock Growers Association at a meeting in Ft. Pierre in early December. Purpose of the council is to organize cooperative effort in related livestock and meat state groups in the promotion of beef consumption.

\* \* \*

Elbert County in Colorado, pilot test area in collection of funds for a proposed Beef Foundation of America has met its goal of a voluntary 10 cents a head or more than 51 per cent of the cattle on hand in the county. Bill Smutz, president of the Elbert County Stockmen's Association, said unofficial returns show collection of a dime a head on 58 to 60 per cent of the cattle in the county, and "I think we will have 70 per cent before our campaign finishes." He thinks the program could go over in every county, because his county is a drouth emergency area and a tough county in which to make such a drive at this time.

\* \* \*

The Colorado CowBelles recipe plan of beef promotion is now in its 30th week of operation. The program works this way. Each of the 34 local organizations of the state group chooses a recipe when every CowBelle brings her favorite beef dish to a meeting. One is chosen as recipe-of-the-week. The local group has a picture taken of the dish which is reproduced for news and radio outlets. The CowBelles have enlisted the cooperation of the Colorado A&M College. Its extension nutrition-



Ed Heringa, former president of the New Mexico Cattle Growers Association has set up a good "Enjoy Beef" and ranch sign combination on his place near Clayton.

ist checks recipes while its News and Radio Service sends the story of the recipe to 54 daily and 136 weekly papers and all radio stations in the state. The CowBelles also print and distribute each recipe to grocery stores as another phase of the program. The unique plan has been hailed as one of the most successful of the many "eat more beef" programs.

\* \* \*

Arrangements are being made for cattlemen-cooperation in promotion of National Kraut and Frankfurter Week, Feb. 3-12. Inasmuch as all franks contain beef, with many being made of all-beef now, this is an excellent opportunity to push yet another beef product. Available will be 17x22-inch posters, which beef promotion groups can distribute locally.



"Eat More Beef" is what the Alabama Cattlemen's Association is telling consumers in Alabama. This association display was a feature at the South Alabama Fair held recently in Mont-

gomery. (L. to r.) M. C. Stallworth, Jr., president of the Alabama association; T. Whit Athey, Jr., first vice-president; Ernest Lambert, director, and Ham Wilson, executive secretary.



## RE-SEARCH

### CUTS COST, ADDS GAIN

The Food and Drug Administration has given the green light to commercial use of stilbestrol, a new hormone product in cattle feed. Experiments by Iowa State College and Eli Lilly & Co., pharmaceutical manufacturers, has proved the efficiency of the product. It is not added directly to feed but must be put in the ration through a premix by a licensed feed mixer. Its use can cut feed costs 2 to 4 cents a pound of gain; increase daily gains by a half to three-fourths of a pound; produce good to choice animals for as little as 18.3 cents a pound, based on last season's feed costs, and boost profit margins. Eli Lilly and Co., to help speed marketing, has announced it will assay for manufacturers cattle feeds containing "Stilbosol" without charge. The company said 300 feed manufacturers have filed applications to include the premix in their feed formula.

### NEW GRUB WEAPON

An experimental, phosphate type insecticidal spray lethal to the cattle grub has been found by entomologists of the USDA. It is the first of many experimented with to prove as effective as the standard rotenone. The material has been designated as 21/199. USDA entomologists say, however, that until more is learned about the toxic effect of the spray on cattle stockmen should continue to depend on rotenone. But in tests, a 0.5 per cent spray of 21/199 on backs of nine grubby cattle killed all the grubs in less than a week; in comparable tests rotenone sprays gave an 84 per cent kill the first week; 91 per cent by the second

week. . . . The USDA is also experimenting with phenothiazine, administered in free-choice treatment, as control of the grub.

### BOOSTS PRODUCTION

A treatment that boosts beef production through reducing the drag of internal parasites such as stomach worms in an apparently healthy herd has been reported by agricultural investigators of the Du Pont Co. following tests on the Welder-McCan Ranch in Woodsboro, Tex. Based on the addition of small amounts of phenothiazine to their cottonseed meal supplement, the treatment saved 30 per cent of the feed bill for concentrates, per pound of gain chalked up by the cattle. Most remarkable, parasite eggs were greatly reduced in droppings from treated cattle and most of those that were shed failed to hatch, indicating that continued treatment may eventually remove the hazards that lurk in pastures as sources of parasitic infection.

### VALUE OF PROTEIN

A report from the Oklahoma Experiment Station at Stillwater has this to say about the relative value of 20, 30 and 40 per cent protein supplement for beef calves: "A four-year feeding trial with beef calves shows that winter gain is directly related to the amount of protein in the supplement. Three groups of calves wintered in small traps and fed prairie hay, free-choice, plus 1 pound of supplement varying in percentage protein (20, 30 and 40 per cent) gained 11, 34 and 81 pounds, respectively. Yearly gains, showing the same relationship to percentage protein fed, were 250, 273 and 290 pounds, respectively."

### NEW MARKET FOR FATS

Waldo C. Ault and R. W. Riemen-schneider of the Agricultural Research Service say in Chemurgic Di-

gest that a substantial new market outlet for inedible animal fats in livestock feeds has resulted from research. Only about a year has elapsed since initial investigations in inedible fats for livestock feed, yet, say the authors, fats are now being incorporated in feeds at the rate of millions of pounds annually. Feed manufacturers used an estimated 31 million pounds of grease, tallow and other fats and oils the first quarter of 1954. Of this, 16 million pounds were the animal fats, tallow and grease.

### ADDS RESEARCH PLANT

Dr. R. C. Newton, in charge of research at Swift & Co., has announced expansion of its laboratory facilities for research into foods and their nutritive effects on human beings and farm animals, "concerning which more knowledge is vital to better health and increased livestock production." The laboratory is the second nutrition project the company has unveiled this year. In June, its exhibit, "Food for Life," at the Museum of Science and Industry was dedicated. Purpose of this exhibit is to increase public knowledge about the facts of nutrition.

### HAY DRIES FASTER

The Wyoming Experiment Station at Laramie reports that hay can be dried to 25 per cent moisture in half the time it used to take by running it through a crusher right after it is cut. Other advantages of crushing mentioned by the Wyoming researchers are the reduced chances of losing quality because of rain; preservation of carotene because of shorter exposure to the sun, and the stems, being less harsh and brittle, are more palatable.

### DEHYDRATED STEAKS

A dehydrated steak that can be stored on open shelves for two years has been developed by University of California scientists. Roast, chops and

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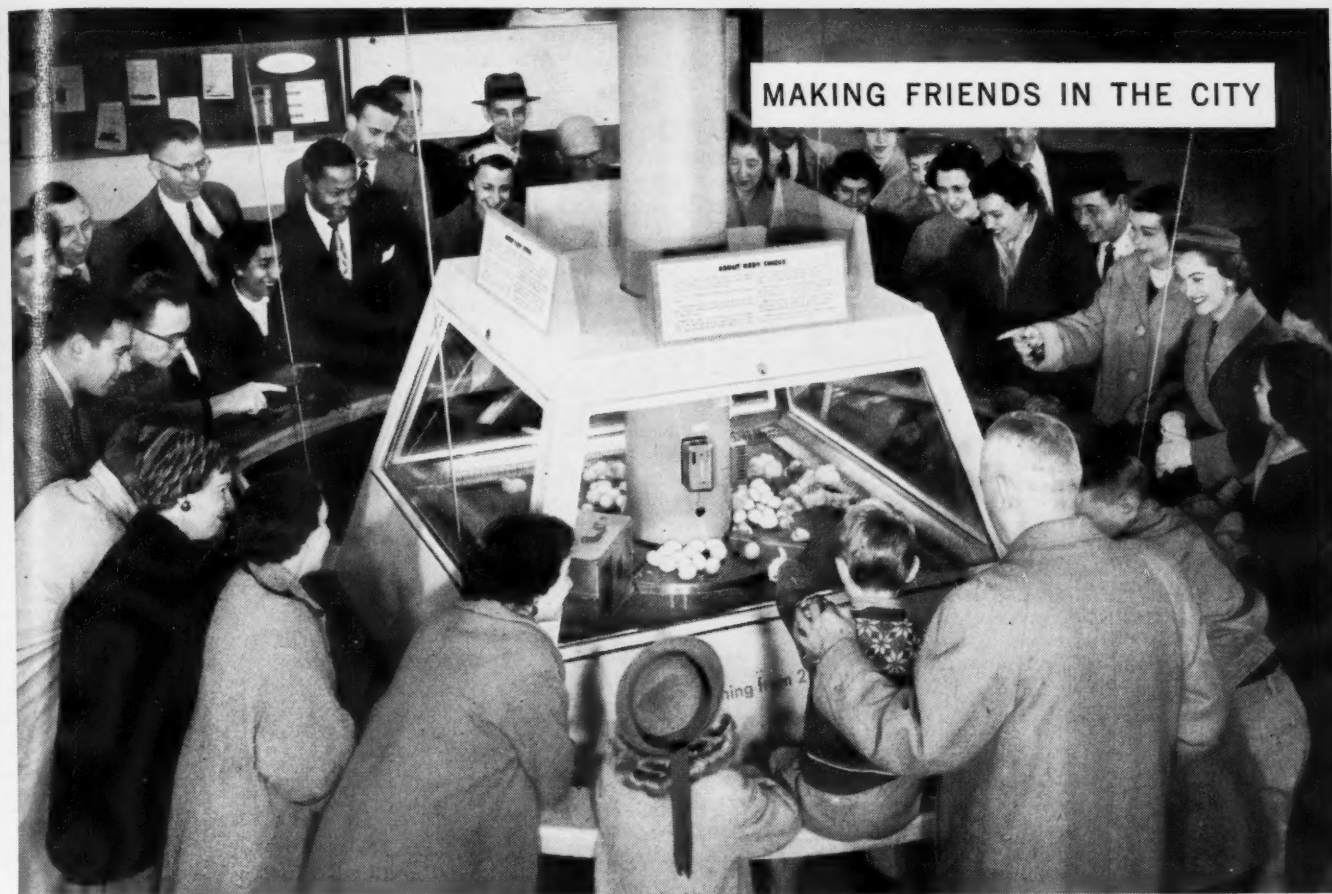
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Thousands of visitors see baby chicks hatch every day in Chicago's Museum of Science and Industry. It's one of many interesting features of Swift's dramatic exhibit FOOD FOR LIFE.

## FOOD FOR LIFE...Takes City People to the Farm

Here's the new way to take folks "out to the farm" . . . to see the important part that farms and farmers play in their lives.

Actually, it doesn't take city folks to a real farm. Instead, they see Swift's exhibit—FOOD FOR LIFE. We've called it FOOD FOR LIFE because it tells about the business you and we are in.

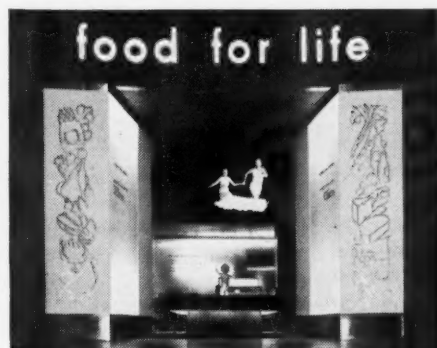
The story begins with the soil—it ends with healthy, happy, and well-fed people. All sorts of moving and "talking" displays drive home mighty important facts about the complicated job of producing food which many folks "take for granted."

For both the farm and city consumer, FOOD FOR LIFE stresses

right eating and good nutrition. After all, when people know more about right eating they will be better buyers of the foods that contribute to health, strength and longer life. And, this will create a bigger demand for your products.

We think this is a good way to make friends in the city—for farmers and ranchers and meat packers. We would like you to see it, too. Whenever you are in Chicago, stop in at the Museum of Science and Industry—visit FOOD FOR LIFE.

**SWIFT & COMPANY**  
UNION STOCK YARDS, CHICAGO, ILLINOIS



Each day more than 5,000 eager and interested visitors from all over the country see this dramatic story of farming, food, and right eating.



The story of the exhibit begins with the soil. It tells how farmers must care for it to produce the food for the people of America.



Animals fascinate city people. They never tire of them. Many are amazed at the scientific know-how that farmers must have.

NUTRITION IS OUR BUSINESS

ground meat have been successfully dehydrated in the laboratory through freeze-drying. Freeze-drying offers the best method for removing the 75 per cent water with minimum structural and chemical changes for the production of dehydrated raw beef in pieces. Upon addition of water equivalent to that removed, the pieces will rehydrate to 90 per cent in about two hours.

### TEST FOR ANAPLASMOSIS

Ten years of research has produced a practical test (similar to the Wasserman for humans) to identify carriers of anaplasmosis, says USDA. The testing material can be produced in quantity and this makes possible the kind of experiments that will show if the material is practicable in a control program. In the South and West, where this disease occurs, such experiments may show within a year or two whether it can be controlled or even eradicated in a practical way, says USDA. It is estimated anaplasmosis costs \$10 million annually in mortality and unthriftiness of cattle.

### DON'T FREEZE 'EM

Iowa State College specialists warn that liquid chemical weed killers and insecticides left over from this year should be stored for the winter where temperatures stay above freezing. . . . not that the liquids would actually freeze, but because from 10 to 50 per cent of the active ingredients may settle out as crystals in below-freezing

temperatures and not go back into the solution when the chemicals are used next spring.

### EASY CATTAIL KILLER

The new chemical called dalapon provides an easy and effective way to get rid of cattails, according to weed control specialists at Michigan State College. After tests there last summer, 20 pounds of this chemical in 100 gallons of water is recommended for good control. The area this amount of mixture will cover depends on how thick the cattails are.

### REPORT ON CALF SCOURS

Dr. A. W. Deems of the Colorado A. & M. College reported at a quarterly meeting of the Colorado Cattlemen's Association that one type of calf scours is caused by organisms producing toxin the body absorbs through the intestinal wall. Anti-toxin vaccine given the new born calf prevents the trouble; or vaccine can be given the cow before the birth.

### NEED FLYING TRUCK

Farm aviation was under discussion in Chicago last month by researchers meeting for the second Agricultural Aviation Conference, sponsored by the USDA. Need was reported for a "flying truck" that can dust, spray, haul and dump feed, transport passengers and perform other farming and ranching chores. Specifically aimed at are better agricultural aircraft to travel at slow speed, fly at low altitude, climb straight up, turn easily and land on small or makeshift airstrips.



This is the "Steers for Know-how" cattle feeding laboratory project of the Washington Cattlemen's Association. It's 16,500 square feet under roof make it the equal of 16 average houses in size. In the "cattle wing," 252x48x36 feet, 108 head of cattle can be fed individually and necessary feed and bedding can be stored. The 4,000-square-foot "laboratory wing" is insulated and heated, and it embraces various animal testing rooms, a chemistry room and living quarters for two students. Of the more than \$100,000 which the building cost, \$85,000-plus was obtained by the cattle and related industries in cash and materials, and about \$15,000 from Washington State College. This completely efficient and modern laboratory has been described as a monument to, and a milestone in the history of, the Washington Cattlemen's Association and the State College of Washington. Results and conclusions developed there will be available to cattlemen and research workers all over the country, according to Alan Rogers of Ellensburg, formerly head of the state cattlemen's association (now headed by Wm. Fancher of Tonasket); Mr. Rogers is president of the college's board of regents at present.

## The Market Picture

AS THE TURN OF THE year approached, the undertone to grain-fed steer and heifer trade carried perhaps the most optimistic note experienced in some time. With the exception of the West Coast, which is still laboring under the weight of excessive numbers, fed cattle prices were averaging \$2 to \$4 per cwt. above a year ago and the same was true in the dressed beef market.

Seldom have we seen the fat cattle market during the week preceding the Christmas holiday, show such a healthy tone. In fact, fed cattle prices through much of the Midwest and eastern section of the country have been attractive enough throughout the fall and early winter season to encourage early selling.

### Many Feeders Unload

In some areas, a considerable number of feeders have already marketed their first round of cattle. The high cost of feed, in contrast to rather attractive prices on shortfed steers and heifers, compared to long-feds, apparently induced many feeders to unload cattle which normally would not be marketed until the first of the year.

While there have been some indications in recent weeks that a greater price spread may be expected between longfed and shortfed cattle, the spread has not yet become wide enough to discourage shortfeds from coming to market. A situation where cattle fed seven to eight months will bring only \$1 to \$2 more than cattle fed three to four months will hardly pay for the difference in the feed bill.

If it should develop after the first of the year that buyers pay a definite premium for longfeds and bid down on shortfeds, then the tendency would be to make cattle better. Such a condition could likely develop after the turn of the year. We have already seen at some midwestern markets a gradual upturn in choice to prime cattle, with not much improvement in shortfeds. Extreme cases can now be found where fed steers in the low end of the good grade are selling down around \$20 or slightly below, while strictly prime steers at many River markets are bringing \$29 to \$31, with Chicago reaching the highest point since early 1953—\$33.50.

Whatever the developments, it now appears that those stock cattle prices paid throughout the fall which seemed extremely optimistic, may turn out to be good business. From returns of fed cattle already marketed from the new crop, there are no doubt numerous instances where cattle feeders not only

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**"TRIPLE PROTECTION"**  
IMMUNIZES AGAINST

**"TRIPLE SAVINGS"**  
CUTS COSTS IN

- SHIPPING FEVER
- BLACKLEG
- MALIGNANT EDEMA

- TIME
- LABOR
- MONEY



# TRI-BAC<sup>®</sup>

*Clostridium Chauvei-Septicus Pasteurella Bacterin Alum-Precipitated*

When you vaccinate with TRI-BAC, you *know* that you have given your stock the best protection against *all three* diseases—shipping fever, blackleg and malignant edema. One injection of TRI-BAC, *triple-vaccinates*. You avoid expensive losses and your cost of vaccinating is kept very low.

Outbreaks of these diseases cause animal deaths, feed waste, shrinkage and stunting. That represents substantial investment and profit losses. Avoid these losses—depend on TRI-BAC—play safe! Write for free literature.

- Preventive vaccination with TRI-BAC avoids losses.
- Vaccinate early and regularly.
- Consult your veterinarian for his vaccination program recommendations.



LEDERLE LABORATORIES DIVISION

AMERICAN *Cyanamid* COMPANY

PEARL RIVER

NEW YORK

January, 1955

will show a profit from their fall feeding operation, but also already have profits on the books from cattle bought early last fall and sold on the following spring market.

Whether the current optimistic fat cattle market has any permanency remains to be seen, since the volume to reach markets after the turn of the year is yet uncertain. The fact that in-shipments of stocker and feeder cattle into the Corn Belt states through the fall season is up some 18 per cent from a year ago would indicate a liberal run of fat cattle ahead. However, no analysis of the kind of cattle shipped into the Corn Belt is available, that is, as to how many were calves and light yearlings which would not be placed on feed immediately.

Estimates of cattle numbers on feed late in the year, were placed at only slightly above last year in the Corn Belt states, on the average, so it is assumed that a good number of the in-shipments will not be on full feed for some time. The fact that federal slaughter of cattle for the year 1954 will show an increase over 1953, despite the fact that late fall cow runs were under a year ago, would indicate that again in 1954 a higher-than-normal percentage of the kill was in steers and heifers. This would tend to put steers and heifers in a strong position as opposed to cows.

### Cow Kill Still Low

As previously mentioned in this column, the cow business is still quite a problem. It does not seem elementary that the offspring from a breeding cow should be worth more money than the foundation stock—but such has been the case this fall in many instances. Even with most observers predicting that our cattle numbers will probably level off this year, many will admit that the slaughter of cows has not been large enough to prevent this class from increasing in numbers.

Such being the case, it is rather difficult, though it seems logical, to expect the normal seasonal rise in slaughter cow prices. In fact, December prices on cows at some markets, instead of starting their usual seasonal climb, sank to new low levels of the past eight to 10 years.

While the optimistic viewpoint is that cows will come out of their slump, some in the trade will cite the price ratio which has developed in the sheep business in the last 10 to 15 years. There was a time when fat ewes would bring \$8 to \$9, when fat lambs were worth only around \$12 to \$15. But during the past several years we have seen ewes—foundation stock of a herd—sell from \$3 to \$6 or \$7 when lambs were worth \$20 or more.

Of course the fundamental difference between the ewe and lamb situation and the cow and calf problem lies in potential consumer demand. While dressed lamb is a product

which must be distributed to selected areas throughout the country, beef is a universal item in constant demand throughout the country. Thus, as the human population continues its upward swing, if cattle numbers can be temporarily held about even, there seems little doubt of a healthy future.

While cold storage of meats increased during November, particularly in the case of pork, stocks remained in a liquid condition. Even with pork storage up to 50 per cent over the previous month, scarcely more than a week's production was held in storage. In the case of beef, slightly less than a week's kill was in the freezers.

Despite a healthy undertone to the beef trade at the close of the year, packers are still faced with working on extremely narrow margins. Like most other business, labor costs have soared in recent years. One of the most discouraging items from the packer viewpoint has been the by-product market.

Long-term operations in the past have seen credits from by-products run as high as \$3.50 per cwt. to be offset against kill costs. Under such conditions, it was not unusual to see packers sell beef carcasses below cost, absorbing the loss in by-product credits.

Conditions have now shifted to where offal credits will not even carry the cost of kill and overhead and thus, buyers must add 50 cents per cwt. or more to original costs. One of the important factors causing this change in operation has been the deteriorating hide market. Hides that were once worth upward to \$30 or more are now going for around \$7 to \$8, and who would have thought there would come a day when heavily branded bull hides could not even be given away? Such has happened within the last few months.

While there continues to be a maladjustment in the cattle market through the western states on grain-fed cattle, due to the excessive numbers on feed in California, it appears that time will correct this condition before the current winter feeding season has passed. Already, fed cattle prices on the Coast have improved considerably from the low point and some in the trade hazard the opinion that West Coast packers will again be competing for fat cattle as far east as Colorado and the western Corn Belt by February or March.

In the meantime, the unusual condition exists where some dressed beef from the West Coast has been shipping eastward and a considerable volume of fed cattle in such states as Idaho, Montana, Utah and eastern Oregon has moved toward such markets as Denver instead of to West Coast packers. In a few cases, fed cattle out of California feedlots reached Denver packers.

## ASSN. NOTES

The third quarterly meeting of the officers and board of directors of the Oklahoma Cattlemen's Association was held several weeks ago in Oklahoma City, where the date for the annual meeting of the organization was tentatively set at Mar. 11. The group's legislative program is to include a sliding scale for rental of school land grass according to cattle prices; permission of owners for hunting on rangeland; exemption of feed, seed and fertilizer from state sales tax and brand law inspection legislation. Also to be sought is legal status for association brand inspectors to act as agents for the state in brand and sanitation work, to prevent theft.

Resolutions adopted by the Kern County (California) Cattlemen's Association included opposition to the proposed reduction of westbound rates on dressed meats "unless and until a commensurate reduction is made in live stock rates," and a request that Congress revise the method of letting and holding mining claims "consistent with proper use and management of federal lands and lands in which the federal government retains mineral rights."

The 52nd annual convention of the New Mexico Wool Growers will be held Feb. 6-8 at Albuquerque, according to President Floyd W. Lee of San Mateo. Highlighting discussions to take place during the meeting will be the explanation of the "national wool bill's" effect on the New Mexico sheep industry. Speakers will include John Simms, Jr., governor-elect of the state, and F. W. ImMasche, deputy director of the livestock and dairy division, Commodity Stabilization Service, USDA, Washington.



By Bill Paulson

"You said we ought to buy stock with our savings. How's this for a starter?"

AMERICAN CATTLE PRODUCER

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The New Mexico Cattle Growers Association, in quarterly session at State College last month, has approved a resolution approving an increased budget for agricultural research at the state A.&M. college. A featured speaker was Frank Boice of Sonoita, Ariz., chairman of the National Live Stock Tax Committee. Some 300 stockmen attended this fourth quarterly gathering, held on the A.&M. campus, where they discussed state legislation on taxation, spending and laws concerned with the livestock industry.

At Denver, 45 Youths of the Week named in 1954 by the Colorado Junior Cattlemen, were honored last month at a dinner sponsored by the Record Stockman. The young people, following a steak dinner, heard addresses by Senator Ed C. Johnson, governor-elect of the state, and by their own and the senior association's officers. The program concluded with professional entertainment.

Meetings on proposed Kansas property tax equalization legislation are being sponsored by the Kansas Livestock Association. Secretary A. G. Pickett believes it important that assessments be comparatively equal. He said "that the proposition of a full-time county assessor should be optional with the county and that rural township assessors should be elected."

Officers elected at the Boulder-South Larimer Live Stock Association annual meeting in Boulder, Colo., Dec. 15, included Hal Hall of Lyons as president; Tom Bonar of Broomfield, vice president, and Amos Lippencott of Longmont, secretary. Local brand inspection, Colorado A&M College's bull testing program and livestock disease research were topics discussed in a morning business session. Colorado Cattlemen's Association president, Francis Murphy, and Producer Editor Dave Appleton talked to the group in the afternoon.

Don Berg, Trinidad, Colo., was re-elected president of the Southern Colorado Livestock Association at its annual meeting in early December. Richard Landon was named vice-president and Harry Beirne secretary. Treasurer is Gene Survant. The group in a business session asked for an investigation of county officers and expenditures of public funds. Guest speakers at the meeting included Russel Rose, a director of the Colorado Cattlemen's Association, and Dave Appleton, Producer editor.

Topics before the Colorado Cattlemen's Association midwinter meeting in Colorado Springs last month included truck taxes, school land leasing, game and fish legislation. A report was given on proposed legislation for

bonding all livestock dealers as a protective measure for stockmen against speculators and issuers of worthless checks. Main point of contention on land leasing concerns necessity for land board appraisers to estimate carrying capacity of individual tracts for five to 10 years in advance—"an impossibility," it was pointed out, "under present weather conditions." A proposal that might be presented to the next legislature would permit the game and fish department to condemn thoroughfares through private lands so hunters could reach hunting and fishing areas on the public domain. This, of course, was protested. A report on truck taxes recently passed showed Colorado to have higher taxes, at 6.25 cents per ton mile, than surrounding states.

## Natl. Wool Growers Meet

Much discussion at last month's convention of the National Wool Growers Association in Salt Lake City centered around the 1954 National Wool Act; the organization decided in its resolutions that incentive payments on wool should be made up to the packer level.

Elected to head the association were Wallace Ulmer of Miles City, Mont., president, to succeed Ray Willoughby of San Angelo, Tex., Angus McIntosh of Las Animas, Colo., John H. Breckenridge of Twin Falls, Ida., Don Clyde of Heber City, Utah; Harold Josendahl of Casper, Wyo., vice-presidents. J. M. Jones of Salt Lake City is the executive secretary.

The woolmen's resolutions commended the work of promotion and research committees and approved continuation of those activities, with the growers to finance a nation-wide program; called for retention of present 2½-cent tariff on mutton and 3½-cent tariff on lamb.

The convention further urged downward adjustment in freight rates on livestock and livestock products; wanted an adequate tariff on raw wool and manufactures of wool. They recommended extension of the involuntary conversion feature of the capital gains tax to livestock when sales of breeding stock are forced by drouth; approved increased support of fundamental research.

The wool growers reaffirmed endorsement of the principles of the Hope-Aiken bill, S.2548, and strongly urged the Bureau of Land Management to hold in abeyance its proposed plan of switching over from the present cost of administration fee basis to fees based on market worth of forage until further study can be made.

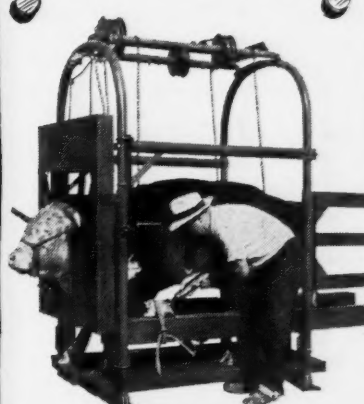
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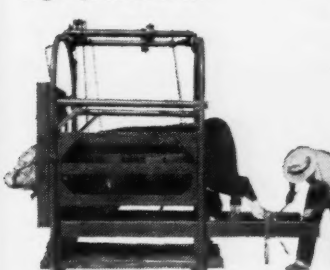
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## CALIFORNIA CATTLEMEN MEET

**H**ARVEY McDUGAL of Collinsville has been elected president of the California Cattlemen's Association, following the two-year term of Jake Schneider of Sloughhouse. Bob Johnson of Sanger is the new first vice-president, and other vice-presidents are Orville Cummings of Ramona, James B. Sinton of Shandon and Brunel Christenson of Likely. J. Edgar Dick of San Francisco is the association's secretary. The election took place at the 35th annual convention of the CCA in Sacramento last month.

Jay Taylor of Amarillo, president of the American National, told the Californians that the greatest beef-eating "spree" in history is yet to come, despite record sales of beef during the past two years. Reasons for the skyrocketing demand, according to Mr.

Taylor, are the record numbers of youngsters growing into beefeaters and the widening acceptance of the proven value of beef in the diet.

F. E. Mollin, the American National's executive secretary, journeyed to California for the meeting, major actions of which were resolutions which: urged reenactment of the "Buy American" provisions of existing federal law; opposed the trend toward free trade; recommended expansion of federal-state livestock market news service in the western states. The American Meat Institute was commended for its beef promotion work; it was requested that the American National have Senate Bill 2548 reintroduced in the next session of Congress.

The cattlemen further urged that lands now owned by the government

and no longer used by the armed forces be put up for sale to original owners; called for additional animal disease research; protested western trunk line railroads' proposal for reduced fresh meat rates unless westbound livestock rates are reduced.

Also urged, maximum development of the state's water resources with facilities to be owned and controlled locally as far as possible; and "where larger agencies are needed to finance and construct such projects, provision must be made for reversion of ownership and control to the users when they have paid the project costs.

The cattlemen asked also that cooking of garbage for feeding to hogs be made mandatory, and wanted better enforcement of anti-trespassing laws.

Harry E. Reed, director of the livestock division, USDA, was another speaker optimistic about the future of the beef industry and the consumption of its product; he believes that weather will be a big factor in 1955.

A program highlight was a panel discussion of cattle marketing and beef merchandising; the panel included the president-elect, Mr. McDougal, and John Marble, chairman of the American National's marketing committee. Also on the roster of speakers: P. O. Wilson, secretary-manager of the National Live Stock Production Association, Chicago; Henry Schacht, director of agriculture for NBC at San Francisco.

Outgoing president Schneider was given a wrist watch and redwood gavel in appreciation of his leadership of the organization.

In the election of California Cow-Belles, the results made Mrs. James Owens of Red Bluff president; Mrs. J. B. Williams of Bakersfield, first vice-president; Mrs. Laurence Daley, Escondido, second vice-president; Mrs. Leland Davis, Red Bluff, secretary; Mrs. Howard Reamer, Clarksburg, historian.

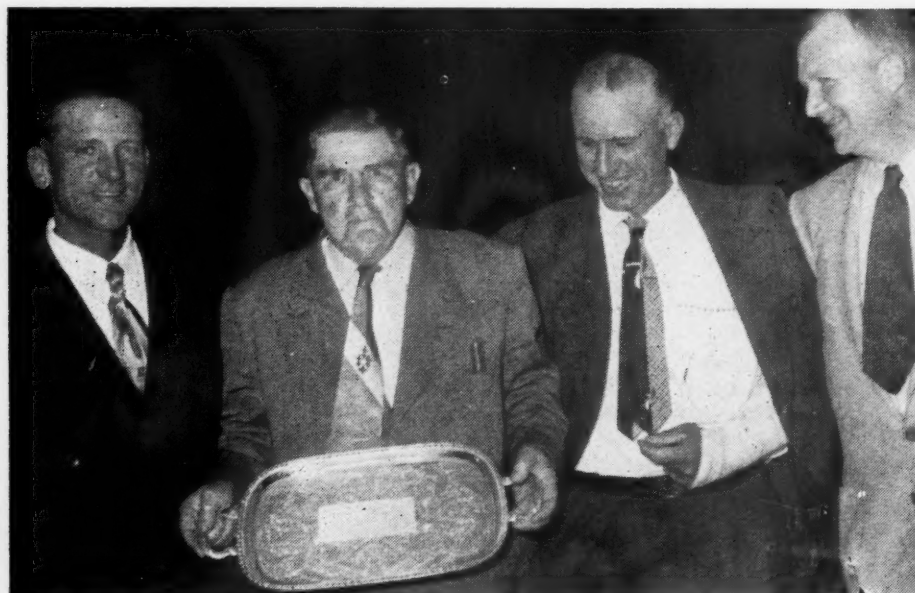
## FINE UPHELD IN COLO. BRAND INSPECTION CASE

The U. S. 10th Circuit Court of Appeals last month at Denver upheld a \$1,000 penalty against the state of Colorado for not registering its brand inspection work with the secretary of agriculture. The suit, brought to collect civil penalties under the Packers and Stockyards Act of 1921, charged that the state board of stock inspection commissioners carried on its brand inspection activities at the Denver Union Stockyards and collected fees as a marketing agency; state attorneys had questioned that a sovereign state would come under the act. In its decision, the court held that the sovereign power of a state was diminished and subordinate to the federal government.

AMERICAN CATTLE PRODUCER



Among cattlemen who attended the meeting of the San Luis Obispo County Cattlemen in California were (seated) Dorman Thomas, Templeton; Jake Schneider, Sloughhouse, president of the state association; Joe Russell, branch president, Shandon; (standing) Frank J. McNeil, Santa Margarita; R. S. McNeil, secretary, also of Santa Margarita.



Hubbard Russell, former American National president, Maricopa, Calif., is shown receiving the silver tray awarded him as County Cattleman of the Year at the recent Kern County cattlemen's meeting. L. to r. are Carl

Twisselman of McKittrick, president of the Kern County Branch, California Cattlemen's Association; Mr. Russell; Dave Snedden of Bakersfield, former state cattlemen's president, and Jim Beagle, secretary of the Kern Branch.

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## WYOMING EXEC. MEETING

Among resolutions unanimously adopted by the Wyoming Stock Growers were these: an endorsement of Senate Bill 2548; a request to the state legislature for re-enactment of the grasshopper law passed in 1949, in view of several infestations and continuing drought; an expression of thanks to Gov. C. J. Rogers for his efforts on behalf of drought-stricken stockmen.

The livestock industry of the state was urged to participate actively in the voluntary program for control and eradication of brucellosis in cattle; it was resolved that a committee study methods of financing a continuous beef promotion and public relations campaign, to work with committees of the American National and to study possibilities of raising funds at the state level if no national method is devised.

The stockmen called for passage of the Barrett bill, S.3834, granting 1 per cent overriding royalty to all owners of mineral-withheld lands. Also strongly recommended was setting up of studies to provide more practical ways of validating uranium and other mineral claims than the pit-digging and trenching now practiced to the detriment of soil and grazing resources; the stockmen recommended amendment of state mining laws to require backfil-

ling of abandoned pits and trenches and filling of core holes.

Additionally, the association urged enactment of legislation giving a 3 per cent overriding royalty on all minerals to the surface owners of lands purchased from the state upon which the state has withheld the minerals.

A special resolution expressed the loss felt in the death of former President J. Elmer Brock.

## CLIMATE DOES CHANGE

The Weather Bureau says the climate is changing—but how much and why would be hard to say. During a lifetime, says the bureau, such change is very small. A drop of 10 degrees in the mean temperatures of our regions would lead to another ice age; in the past such a change has taken thousands of years. In cities, a temperature rise of 1 to 2 degrees can generally be attributed to artificial causes, such as furnace heat, motor vehicles and masses of people. In natural changes, remote weather stations show that for the past half century there has been an average temperature rise in moderate latitudes of about 2 degrees, mostly in winter. On precipitation, year-to-year changes are quite violent, varying as much as 30 per cent or more each way in successive years. Long-term trends cannot be discovered within a human lifetime.

## SANITARY ASSN. MEETS

The annual meeting of the U. S. Livestock Sanitary Association was held several weeks ago in Omaha, Nebr., where Dr. H. F. Wilkins of the Montana Livestock Sanitary Board was elected president and Dr. G. H. Good, state veterinarian of Wyoming, was elected vice-president. Arising out of the meeting was a recommendation that cows previously vaccinated as calves against brucellosis be classified "clean" instead of "suspect," and some now classified as "reactor" will be "suspect." Recent USDA studies have shown that the lowered test requirements are scientifically sound.

## USDA EMPLOYEE POLICY

In an announcement as to employee relationships with farm organizations, Secretary of Agriculture Ezra Benson states that it is not proper for employees of USDA to accept compensation from general or specialized organizations, that their services must be available to all persons requesting them and that the promotion or solicitation of membership for any farm organization is not proper. It is the policy of USDA that employees and agencies of government should avoid influence on the normal growth and development of non-governmental organizations or their programs and policies.

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**UTAH,  
OREGON  
CATTLE  
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SALES**



The "National Cattlemen's Bond Months" campaign, started in September with a national broadcast on the Farm and Home Hour, NBC, on which President Jay Taylor appeared as a speaker, is receiving cooperation from the Utah Cattle & Horse Growers Association. In explaining the organization's interest in the program, President J. Wells Robins declares, "(We) believe that the purchasing of U. S. Savings Bonds by our cattlemen is not only good for them as individual businessmen, but helps strengthen the economy of the country as a whole."

The plan has the enthusiastic support of the Cowbelles in the state, and officers of both the cattlemen's and auxiliary associations are participating fully, with letters urging members to buy bonds themselves and try to get their acquaintances to buy bonds also. A number of worthwhile prizes were also given by friends of the as-

sociation to spur sales; among the contest prizes: a saddle, rifle, Stetson hat, one \$50 and two \$25 savings bonds. Reports coming in from time to time show that the efforts were meeting with success as sales totals climbed. The climax came at the Ogden Livestock Show where \$40,000 was realized.

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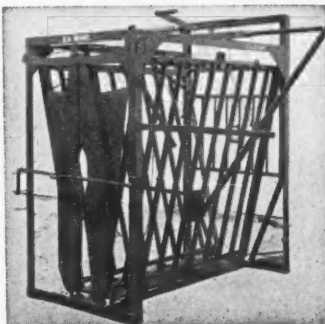
The Oregon Cattlemen observed December as Cattlemen's Bond Month in their state. A circular reaching the membership of the Oregon Cattlemen's Association listed advantages of U. S. Savings Bonds as a "safe and sure way to invest cash reserves": Ready-cash reserves to protect against the many risks of the business; the fact that sale of bonds to Americans in every walk of life is an essential part of Treasury policy aimed at stabilizing the buying power of the dollar; the attractive feature of getting back \$4 for every \$3 invested, after maturity.

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**RANCH**

## Secretary's Report

(Continued from Page 11)

**GENERAL AGREEMENT ON TARIFF AND TRADE**—A delegation from the United States is now in Geneva negotiating revisions in GATT, and it is expected that some parts of the document when revised will be submitted to the United States Congress for approval. GATT imposes a grave threat to our economy as it recognizes an authority higher than our own Congress in dealing with the economy of this and other nations. It is another device of the free traders constantly pressing forward, and many people believe that Congress has already surrendered too much of its constitutional authority.

**BEEF EXPORTS TO GREAT BRITAIN**—We are advised that Great Britain has recently purchased about 12 million pounds of carcass beef, using in the process about one-sixth of the \$17,250,000 allocated by FOA to subsidize such purchases. The final expiration date for the use of this appropriation in this fashion has been extended several times and it is presumed that the balance of the money will be used in the near future if supplies at the market warrant.

**OTHER BEEF EXPORT PROSPECTS**—A study has been made by FOA which indicates that most of the western European countries could use some United States beef to advantage in their economies if such purchases could be financed. Perhaps the funds referred to in the following paragraph can be tied into the development of such a program.

**DISPOSAL OF SURPLUS AGRICULTURAL COMMODITIES**—A law was enacted last summer authorizing an appropriation of more than \$1 billion over a period of three years to aid in the disposal of agricultural surpluses. Of this amount, \$300 million was to be used to purchase products to be given to needy countries and peoples and the balance used to promote the export of surpluses, taking in payment the currencies of the foreign country involved in each case. Much progress has already been made in the disposition of agricultural surpluses under this act.

**HIDE EXPORTS**—Provision has been made for the export of hides to countries behind the Iron Curtain, including Russia. So far, there has been no improvement in the hide market, although we were on a net export basis of cattle hides to the tune of almost 2 million hides in 1953. Apparently the large domestic supply continues to dominate the market.

**FOREST GRAZING LEGISLATION**—S. 2548, a revised version of the original Stockmen's Grazing Bill, passed the Senate without dissent early in the 83rd Congress. It bogged down in the House not because of the vicious opposition of some of the wildlife

AMERICAN CATTLE PRODUCER



groups and of the Denver Post and some other western papers, but because of a political traffic jam. Advocates of 90 per cent support prices disgruntled over the administration fight to place supports on a flexible basis took it out on the grazing bill and it never received fair consideration before the House Committee on Agriculture. At this convention, a joint meeting of cattlemen and sheepmen will be held to determine what to do about the bill in the coming session of Congress. Incidentally, in connection with forest legislation, a bill was passed by the House, HR. 2762, which would have given anybody the right to take up a 30-year lease on 80 acres of forest land and would shoot the forests all to pieces. Fortunately, the Senate did not go for it.

**AMENDMENT TO PACKERS & STOCKYARDS ACT**—An amendment to the brand inspection provision of the Packers and Stockyards Act sponsored by the National Livestock Brand Conference would have made rather drastic changes in the regulations under which brand inspection is now conducted at the leading central markets and many of the auction markets. We called a conference on the subject at Denver on Oct. 12, as a result of which certain revisions in this bill were authorized. The revised draft does not seem to be entirely satisfactory and needs further study and revision if it is to have any chance of passing Congress and remaining on the statute books.

**MEAT INSPECTION**—We had to go through the annual fight to get sufficient funds to provide for federal meat inspection. Congress insists on trying to short-change this department and the House did it again this year, but the Senate restored \$135,000 which should provide funds for the complete job for the fiscal year ending next June 30.

**APPROPRIATIONS FOR LIVESTOCK CENSUS REPORTS**—President Taylor appeared before the House Subcommittee on Agricultural Appropriations to urge improved and expanded cattle census reports. Estimates in the future will be expanded to cover areas encompassing 90 per cent of cattle on feed, and in addition to an earlier release date on the census of calves at the beginning of each year there will also be prepared and released a mid-year calf crop estimate.

**BRUCELLOSIS REGULATION** — This matter was discussed at our convention a year ago and definite recommendations were made for changes in the proposed regulation. These changes were omitted in the first publication of the regulation in the Federal Register, but we have been advised that it is expected a revised regulation will be published very shortly including the American National's recommendations. Congress this year provided substantially increased funds for brucel-



The University of Kentucky meat judging team wins the American National Cattlemen's Association plaque by placing first in beef judging in the 25th annual intercollegiate meat judging contest in Chicago during the International Live Stock Exposition. The contest is sponsored by the National Live Stock and Meat Board. Lyle Liggett, American National public relations director, made the presentation. (L. to r.): Mr. Liggett, Coach James D. Kemp, Team Members Joseph W. Dearn, James A. Shaffer and Carl T. Fisher.

losis eradication and a greatly accelerated program is getting under way. The program still includes the choice of four plans ranging from inspection and slaughter to calfhood vaccination.

**SMUGGLED CHAROLAISE CATTLE**—These smuggled cattle from Mexico, now held under quarantine in Louisiana, were discussed at our meeting at Colorado Springs a year ago. They are still in quarantine while the Customs Bureau apparently is seeking, with the help of uninformed politicians, to find some way to evade the law and allow the cattle to remain in this country permanently. Every effort has been made to have the cattle returned

to Mexico and the industry is keeping up an unceasing fight to that end. The latest extension of time to deport them expires on Jan. 5, 1955. In the meantime, a tremendous feed bill has been accumulating and the handling of the entire matter by the Customs Bureau is just about as bad as possible.

**TRAFFIC**—Charles E. Blaine, of the firm of Charles E. Blaine & Son, our traffic managers, will report in detail to the executive committee during this convention. His office continues to render top services to the industry—services, in my opinion, very hard to match.

**CONCLUSION**—The association has

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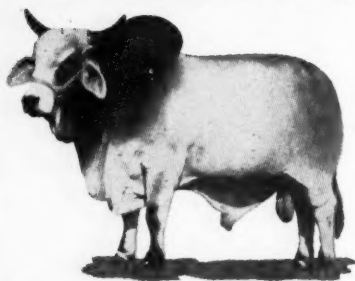
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It protects from soil diseases that are so often destructive to untreated seeds. It aids seed vitality, promoting vigorous growth even under adverse conditions.

Available only with the famous Gold Seal Brand that has long been recognized as the top quality seed line especially adapted to Western growing conditions.

- Let us send you full details in our big free, complete seed catalog. A postal request will bring it. Local dealers in many localities.

**Western Seed Co**  
1425 15th St. Denver 2, Colorado

had a busy and useful year. There has been much activity by the various standing committees and by many prominent individuals. Receipts have continued good, almost equal to the preceding year, despite widespread drouth. In addition, donations for the building fund have been most generous and the building is now nearing completion. We will move into it very shortly after this meeting and it is gratifying to report that only a small debt remains to be paid.

Recent reports as to increased business activity are very encouraging for the outlook for 1955. Cattle numbers remain generally constant as human population and the demand for beef continue to spiral upward. Imports should not be very large and, as previously stated, there is some prospect for exports. We can all hope that 1955 will live up to its promise.

—F. E. Mollin, Executive Secretary.

## WHALE MEAT IMPORTED

More than 2 million pounds of whale meat was imported by the U. S. from Norway in 1954, says the International Federation of Agricultural Producers. Most of this is fed to animals such as mink; but restaurants reportedly imported about 20,000 pounds of whale meat tenderloin for human consumption. The 1953 total import was 700,000 pounds, as against 60,000 in 1952.

## AGRICULTURAL ASSETS DOWN

American agricultural assets — including financial assets of ranchers and farmers — amounted to \$159.8 billion on Jan. 1, 1954. This was a drop of 4 per cent from a year earlier, but higher than in any other year except 1952, according to the USDA. Decreases of \$7.7 billion in livestock value and \$6.1 billion in the value of real estate explains the decline.

## MEXICAN BORDER OPEN

At year's end Secretary of Agriculture Ezra Benson confirmed the announcement of April 1954 that Mexico would be declared free of foot-and-mouth disease and permitted to export livestock and livestock products to the United States. He congratulated the Mexico-United States Foot-and-Mouth Disease Commission on the success of its work in eradication of the disease. Imports from Mexico were barred by the secretary May 1953 when an outbreak of the disease was discovered near Vera Cruz. Shipments into this country also were barred between 1947 and September 1952.

## MORE MEAT PRODUCED

In 1954, commercial meat production excluding farm slaughter, January through October, totaled 19,353 million pounds—2 per cent more than in the same period last year. For the 10-month period, beef production rose 6 per cent; veal, 8 per cent; mutton and lamb, 2 per cent; pork down 3 per cent. Crop Reporting figures currently show also that total red meat production in commercial livestock slaughter plants in October was 2,122 million pounds—2 per cent above September, but 2 per cent under the 2,172 million pounds of October, 1953.

## NOV. 15 CATTLE PARITY

Parity on Nov. 15 for cattle was 75 per cent. The average price received Nov. 15 was \$15.60. Slaughter steers at Chicago around Nov. 15 sold as follows, with parity figures in parenthesis: Prime \$28.15 (94.8 per cent of parity); choice \$25.57 (92 per cent of parity); utility \$15.23 (75.1 per cent of parity); cows, utility, \$8.08 (47.1 per cent of parity). All grades and classes of feeder steers at Kansas City averaged \$19.88 (89.7 per cent of parity).

## Preparing For Their Life Work

Throughout this country, in colleges and universities of every variety, members of the Junior American National Cattlemen's Association are obtaining an education.

Among schools represented are: Notre Dame, where Dean Adrian is an engineering sophomore; Huron College in Huron, S. D., where Tom Jones is studying; the Electronic Radio-Television Institute in Omaha; New Mexico A&M College, and the universities of Arizona, Colorado, Nebraska, South Dakota and Wyoming.

Officers of the association can be found getting their education in Colorado, Nebraska, Arizona, South Dakota. President Jerry Houck, of Gettysburg, S. D., is a junior in the business school of the University of South Dakota. Don Ham, first vice-president of the Juniors, is studying veterinary medicine at Colorado A&M College. (Don is also from South Dakota.) Historian Fay Holmes of Colorado Springs is a freshman at Colorado Aggies. At Colorado College in Colorado Springs, Carol Witwer who is secretary of the juniors is a senior majoring in philosophy; her home is near Greeley, Colo.

Members of the association can be found among the outstanding students of colleges they are attending. They are seeking to broaden their own lives and the lives of those around them, working toward the betterment of the cattle industry and the nation in which we live.



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## STOCKMEN'S BOOKSHELF

In "Old Spanish Trail—Santa Fe to Los Angeles" Dr. Leroy R. Hafen and Ann W. Hafen tell the story of the 1,200-mile crooked, arduous pack mule route begun in the late 1700's to serve as a connecting link between two of Spain's colonial outposts. Dr. Hafen is a well-informed western historian and Mrs. Hafen, also a recognized historical researcher and author, has worked with her husband. The book is volume one of a series of 15, each to be complete in itself with index. The publishers, Arthur H. Clark Company, Glandale, Calif. The price, \$9.50, prepaid.

\* \* \*

"Sam McKelvie—Son of the Soil" is a well designed and interesting little volume of some 175 pages telling the story of a self-reliant American who cheerfully fought his own battles. The man about whom it is written has had successful careers in such diverse lines as cattle ranching, publishing and politics; he is a former governor of Nebraska and has served as a member of the American National's executive

committee. Authors of the book are Bruce H. Nicoll and Ken R. Keller; it is published by Johnsen Publishing Co. at Lincoln as one of the Nebraska Heritage Series, and it carries a foreword by the well known writer, Clarence Budington Kelland in which he concludes with the words: "If you wish to know the definition of a good citizen, read this little story about how Sam lived and what he has done."

\* \* \*

The University of Minnesota has recently reissued "The Day of the Cattleman" by Professor Ernest S. Osgood. It details the story of the period 1845-1900 when the growth of the West was taking place, and the settlement of the "Great American Desert." A portion of the book is given over to the formation of the first livestock associations in Wyoming, Colorado and Montana.

## U. P. EXTENDS LOW RATES

The Union Pacific Railroad on Dec. 9 extended the drouth relief rates on livestock which may now be returned to origin point in Colorado and Wyoming any time up to May 31, 1955.

## THE STATE PRESIDENTS

J. B. Smith of Pawhuska, Okla., president of the Oklahoma Cattlemen's Association, has been in ranching all his life and has ranched in Osage County, "the heart of the Blue Stem," for 30 years. He and his wife, Betty, live at the ranch home in the rolling plains country west of Pawhuska, where eight acres provide plenty of grass the year 'round for his commercial Herefords. "Of course," he says, "we do feed our cattle through the winter in Oklahoma."



J. B. Smith

Problems of his association, which now has 3,000 members although only in its fourth year, include beef promotion, working for a state-wide brand inspection law and selling the value of association work to cattlemen of the state. Beef promotion activities include co-operation of the A. & M. College extension service, county agents and home demonstration agents who conduct beef demonstration work at all the county fairs and three state fairs. National Live Stock and Meat Board literature and other promotional material was placed in booths at the fairs, beef stickers and imprints are used on out-going mail through-

out the state; beef cookery schools have been held and television promotion material is also employed in cooperation with the Meat Board.

Drouth conditions and the high level of cattle numbers are but two of the things that face the cattle business, and Mr. Smith believes the men in the industry must build up membership in state organizations and the American National and work collectively. He believes the Oklahoma Cattlemen's Association will continue to grow and be of service to the cattlemen; and he says, "I consider it a great honor to be the president and I have tried hard to make a hand."

The Smiths do not have children but they both take part in many community and civic affairs. Mr. Smith has an honorary life membership in the Oklahoma 4-H clubs and was chairman for two years of the youngsters' show and sale in Osage county; he has been a member of the Soil Conservation Board for six years and is the chairman. Mr. Smith was president for two years of the Osage County Cattlemen's Association and is a member of Rotary, and the Presbyterian Church. Mrs. Smith, in addition to keeping up with her husband's busy schedule, finds time to be the county campaign chairman for the Cancer Society and a state chairman in the Oklahoma Federation of Women's Clubs.

Bothered by . . .

## FARM INCOME TAX PROBLEMS?

Save money this year figuring your own Federal Income Tax. It isn't difficult — not when you have special **Doane Agricultural Digest** reports to help you understand:

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by  
**FARNAM**

Plenty of pressure and volume for spraying livestock, farm buildings, orchards or fence rows — up to 350 lbs. pressure (4% gal. per minute) at normal PTO speed.

**COMPLETE KITS "Ready-To-Use"**—Equipped with NYRO "Nylon-Roller" Pump, the tractor pump proved best for both performance and wear. Complete with all controls, gauges, hose, fittings and connections. The low-cost answer to your need for a high pressure sprayer for livestock and other uses!

**WRITE For Catalog** showing variety of Trak-Tor Sprayers offered, also "Wide-Jet" Sprayers. All at new low prices! Also "30-Day Trial Plan" Write—

Farnam Co., Dept. TS-3, Omaha, Nebr.

Well-timed silence is more eloquent than speech—and most silence is well-timed.

**STOP Costly Losses** **RID YOUR CATTLE OF STOCK-PESTS!**

**FARNAM CURRI-OILERS**

Do it **AUTOMATICALLY!**

Better coverage, better results with Farnam "brush-type", fully-automatic Curri-Oiler! Applies insecticide uniformly. Brushes it in. Knocks stock-pests. Conditions hair and hide. Keeps cattle contented. 20,000 satisfied users!

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Try Farnam Curri-Oilers at our risk! Write for Illustrated Literature and "30-Day Trial Plan."

Farnam Co., Dept. 3 Omaha, Nebr.

## My entire herd of Registered Hereford Cattle is for sale at private treaty

Herd founded 1928. For nearly 15 years I have bought my herd bulls from WHR, and these cattle show their good breeding. I would like to sell all of these cattle to one purchaser but would consider selling groups of one age. These are not "drought cattle." They have just come down from excellent mountain pastures and are now on good pasture at the home ranch. They will start calving on or about February 21st. If you will come see these cattle you will realize that they are priced to sell.

The herd bulls used this season were WHR Idealist 61, Proud Helmsman, a son of WHR Regality 74 and WHR Carmen 21, and Demanders Flashy Lad, a son of WHR Demander 4 and WHR Peggy 26.

I have no telephone, so please write me a few days in advance if you plan to come to see the cattle. . . . Read this list:

25 bull calves—price \$175.00 each  
25 heifer calves—price \$150.00 each  
21 yearling heifers—price \$200.00 each  
52 two- to five-year-old cows—price \$275.00 each  
17 six- and seven-year-old cows—price \$250.00 each

**WALTER G. KNOLLENBERG**  
Crowheart Wyoming

**FARNAM Silver Streak POWER SPRAYER**



**WORLD'S Lowest Cost HIGH-PRESSURE SPRAYER**

UP TO 250 LBS. PRESSURE!  
VOLUME 2 GALS. Per Minute!

Sells for half the price of any other power sprayer. Plenty of pressure and volume for spraying livestock, buildings, orchards, etc. Equipped with NYRO "Nylon Roller" Pump. Powered by direct drive from 2.6 H. P. gas engine. Write for Illustrated Literature and "30-Day Trial Plan"

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### CLOSED SHOP

When a man speaks of a close friend of the family he may be referring to a neighbor he can't borrow tools from.

—HOWARD HAYNES

**MILKING SHORTHORN'S 2-WAY BARGAINING POWER BRINGS GREATER PROFITS UNDER ALL CONDITIONS!**



When times are good, farmers make good profits with Milking Shorthorns. When times are tough, you STILL make nice profits. That's true because, even if beef and milk are in over-supply and prices drop on both, you still have both barrels loaded! You have 50% more bargaining power than specialists. Under AVERAGE farming conditions, Milking Shorthorns will give more profit because they convert home-grown feeds and roughage into meat, milk, and butterfat most economically. Get the interesting, indisputable facts about DUAL-PURPOSE Milking Shorthorns. Either subscribe to Milking Shorthorn Journal, 6 months, \$1.00; \$2.00 per yr.; 3 yrs., \$5.00; or write for FREE Details. AMERICAN MILKING SHORTHORN SOCIETY 113-00 S. Glenstone AC-5 Springfield, Missouri

## P & SY CHARGES

Producers Livestock Marketing Association and the Western Livestock Order Buyers at Salt Lake City have answered the allegations of violations of the Packers and Stockyards Act filed against them by the Packers and Stockyards Administration in September.

Allegations had to do with misrepresentation of weights and purchase prices, unauthorized use of funds, agreement to ship to a single packer; erroneous report in dollar volume; showing as "country transactions" transactions subject to the act; failure to register as a dealer, and giving unfair advantage to employees.

The answer admitted some and denied others of the allegations of fact and stated "the offending practices and acts, if any, complained of" have been corrected and discontinued.

In a news item it is said that a second answer allegedly admitted the allegations of fact except for one charge, but stated the violations were non-wilful and suggested the respondents would consent to a cease and desist order without an oral hearing.

## CATTLE NUMBERS SAME

Total cattle slaughter last year, according to livestock experts, ran around 39,300,000 animals, and this, they figure, should mean a cattle population on Jan. 1, 1955, of about the same as last year—94,677,000.



**STILL DRY**—Cattle are going into the winter in good shape—our Matador country is good, but we are very short on this ranch. We are stocked about normal and had a satisfactory year—considering. Of course, this whole country is very dry.—**Jack Mansfield**, Oldham County, Tex.

**GOOD SPIRIT**—We are still trying to get back on our feet after last year's losses (combined with the complete disappearance of 90 head of Brahma-cross steers into the Redwoods of Mendocino County)—but we feel that the recovery and stability of our industry has been due largely to your efforts; so we want to have a stake in the building, and only wish it could be more.—**Dae Lantz, Sr.**, Los Angeles County, Calif.

**ALWAYS A CATTLEMAN**—Enclosed is check for the building fund. I am just about out of the cattle business, but still a cattleman. We have had a very nice fall here this year.—**Jake Frederick**, Kittitas County, Wash.

## NAMES ON HONOR ROLL

Being a continuation of the listing of contributors to the American National's building fund.

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George Corder John C. Kelley J. B. Ryburn Geo. A. Smith Roy Westmoreland

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Ralph R. Allen George Cumming Walter Bergquist Farr Farms Co. Ed. Bledsoe W. P. McDonough & Son W. A. Braiden M. S. Major Mrs. Charles E. Collins Louise E. Newton (In memory of her husband) (In memory of L. A. Edmundson)

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### NEVADA

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### NEW MEXICO

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### OKLAHOMA

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Mrs. Frances Ferguson (In memory of Edward V. Ferguson) Alex Olson

### TEXAS

Estate of S. B. Burnett J. C. Honeycutt J. A. Burrow Vachel W. Lackey John Catto, Jr. L. C. Link N. L. B. Davis W. G. Stiles, Jr. First National Bank of Midland W. H. Taylor

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### WASHINGTON, D. C.

L. Blaine Liljenquist

### WYOMING

Andrew Anderson L. H. Robinson John P. Collins H. A. Taylor Axel W. Gabrielson

## PIG CROP UP 13%

The total pig crop for 1954 was estimated to be up 13 per cent over the previous year, with the spring crop up 12 per cent and the fall crop 14 per cent. Next spring's crop is expected to be up 5 per cent over last year's.

AMERICAN CATTLE PRODUCER



## STATE ASSN. OFFICERS

### ARKANSAS CATTLEMEN'S ASSN.

H. F. Techmeyer, Scranton, Ark., pres.  
Clyde E. Byrd, Little Rock, Ark., secy.

### ALABAMA CATTLEMEN'S ASSN.

M. C. Stallworth, Jr., Vinegar Bend, Ala., pres.  
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J. Edgar Dick, 659 Monadnock Bldg., San Francisco, Calif., secy.

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### IDAHO CATTLEMEN'S ASSN.

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### WYOMING STOCK GROWERS ASSN.

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Robert Hanesworth, 1605 Central Ave., Cheyenne, Wyo., secy.

January, 1955

## PACKERS' PROFITS OFF

Swift and Co.'s financial report showed that the company's net earnings declined 43.8 per cent in the fiscal year ended Oct. 30 to \$19,050,891 compared with \$33,903,294 in fiscal 1953, although dollar sales of a little more than \$2.5 billion were only slightly below the 1953 record. President John Holmes said that the pressure on profit margins in 1953 was "more severe and prolonged than we have experienced for many years. This situation prevailed in several lines but was especially true of pork operations."

A net loss of \$7,162,254 for the fiscal year ended Oct. 30 was reported by the Cudahy Packing Co., Omaha. Unfavorable pork operations and expenses of closing certain unprofitable units of the company were given as main reason for the deficit. Net income in 1953 was \$542,677.

Earnings of Armour and Co. made "substantial recovery" toward the end of its fiscal year, President F. W. Specht reported to stockholders. Preliminary estimates showed net of \$1¼ million as against \$10¼ million last year. Earlier the company said it had an operating loss of almost \$3 million for the first 44 weeks of the fiscal year, largely due to losses in the pork division.

Geo. A. Hormel & Co.'s earnings dropped, as indicated by profit sharing payments to employees. This year's earning share was the smallest in 15 years the plan has been in effect. President H. H. Corey said that even in the good business year his industry "underwent a decline in inventory values and ran into a shortage of hogs. This caused us to pay more for hogs for the last six months than they were worth to us on the basis of what we could get back for the products of the hog." They couldn't stop buying altogether, he said, as they had to have pork for customers and to keep their people employed.

## NO RATE CUT YET

Westbound meat rates will remain the same for the time being at least, according to the transcontinental freight bureau of the Association of Western Railways. The Western States Meat Packers Association has been asking its members to protest against the lowered meat rates unless a commensurate reduction is made in rates on livestock. Since protest was made, it became necessary for the matter to be taken up by The Freight Traffic Managers Committee at its next meeting which will be in March.

Leading live-cattle exporters of the world are Ireland, Denmark and Canada, in that order.



## Lee Riders

(Western Cowboy Pants and Jackets)

"...long on comfort,  
wear and style!"

Says Casey Tibbs, world's  
champion saddle bronc rider.

Cut from tough 11-oz. Lee  
Cowboy Denim, Lee Riders  
are your best buy for wear,  
comfort and genuine western  
fit. Sanforized! Guaranteed!

THE H. D. LEE CO., Kansas City, Mo.

## RECORD STOCKMAN SETS SECOND S. A. TOUR

On Feb. 2 the Record Stockman, published at Denver, will again sponsor, as last year, a tour of South America for 35 persons. To be visited will be 10 ranches in Argentina, Uruguay and Brazil, as well as some of the great cities of South America. Tour conductor will be Herb Jilson of the paper.



# LADIES' CHOICE



## Through A RANCH HOUSE WINDOW

By Dorothy McDonald

Since I want these pages to be your own—not mine—I am always happiest when I can say "There is a lot I'd like



Mrs. McDonald

to say to you, but there is no room." This month, however, although we have a lot of material I am going to take enough space to ask if you've read the American National sponsored book by Alice Marriott, "Hell on Horses and Women" and to urge that if you haven't done so you will make that one of your New Year's resolutions.

It is not only that Miss Marriott has done a fine job of reporting the feminine side of western living but also that shining through the vivid but not exaggerated stories of a way of life we and our mothers and our grandmothers have known is that oneness of interest that makes ranch families unique.

### Slow Burn

Ever since reading in the September 1954 issue that review by the New York Herald Tribune book editor, I've been doing a slow burn. The reviewer wrote, "One gathers that ranch life has a blissful effect on human character; in a quiet way everybody in this book is brave and good; nobody ever has temper tantrums or lusts after anybody else's husband or wife."

It has come to a pretty pass when it is tacitly taken for granted that it is unrealistic to write about peo-

ple who are honest and brave, loyal to their friends and faithful to their marriage vows.

Maybe such folks are rare in New York City but there have always been and still are plenty of them scattered around this land of ours. A lot of them on ranches, probably. Why aren't they as "real" as the queer people, the misfits, failures, abnormals and others of that ilk who parade across the pages of so many books the New York Herald Tribune recommends? And, for my money, their stories are as interesting, if not more so.

## AT HOME ON THE RANGE

One of the things I miss most now that we are in town is the glow of the old wood range on a cold January afternoon. No amount of "panel rays" or snowy electric stoves can bring that warmth and cosiness into a kitchen! So if you are one of the lucky ones whose kitchen is bright with firelight today, here is a recipe from the South Dakota CowBelles' recipe folder that will utilize that warm oven and leave you free to read or sew or get caught up with the ironing while dinner cooks. Your family will like it; it's just the right sort of hearty dish for a cold day.

### OVEN STEW

2 slices bacon	4 carrots
2 large onions	1½ cups water
1½ lbs. beef round	Salt, pepper, paprika
1 can tomato soup	6 small onions
3 tbsp. flour	6 small potatoes

Cut up beef bacon in small pieces and brown in frying pan. Remove to baking dish. Slice large onions and brown in same fat, then add to bacon. Cut beef in small pieces, roll in flour and brown. Put in baking dish. Mix soup, water, seasonings in fat remaining in frying pan, add flour mixed with a little cold water, boil three minutes and pour over beef. Cover and bake 2 hours. Add whole onions, potatoes and carrots sliced. Bake one hour longer. Serves 6.

And so . . . good eating . . . and good evening to you all in this first month of 1955.—D. L. McD.

## Meet Your Neighbor

Though we in Wyoming claim Mrs. Joe (Arlene) Watt as our own and are very proud of her, Illinois can also



Mrs. Watt

lay claim to her, as she was born there. She is one of 12 children, and when she was 10 years of age her family moved to Gillette, Wyo., and settled on a homestead. After five years they moved to Gillette and her father returned to his old business of running his own dry goods store.

When her formal education was completed Arlene taught school for three years until her marriage in 1928 to Joe H. Watt, a rancher at nearby Moorcroft.

Joe's father, Frank V. Watt, came from Knoxville, Tenn., in the spring of 1893, and worked as a cowboy on the old 101 Ranch owned by the Standard Cattle Company, an English outfit. After cowboying for a few years he settled on his own ranch in 1898, on Buffalo Creek at Moorcroft. Here Joe and his brother were born and raised.

The years following Joe's and Arlene's marriage were rough ones. The depression of 1929 struck. Then later they were just getting a nice start when the drouths of the 30's came along. As with other working ranchers, their life has consisted of the bitter with the sweet, high and low cattle prices, drouths and floods, hard winters and dry summers — but through it all has run the satisfaction of building a bigger and better ranch, raising heavier and better cattle and the knowledge that through their own efforts they have built a solid business.

On their working ranch, Arlene does not ride a horse any more, or take an active part in "cowboying," but she is an excellent extra hand in a car, her husband says. She keeps busy taking meals to the men, following along in a jeep or pickup, running the hundreds of necessary errands. She also keeps the books and takes care of the ranch correspondence.

She is a staunch Republican and enjoys working for her party, feeling that it is a privilege as well as a duty. Both she and Joe take an interest in civic affairs. She is a charter member of the American National CowBelles, a member of the

AMERICAN CATTLE PRODUCER

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Vol. 3, Editor:

Copie beef co ican N availab Box 10 of each discount more a or more be reta soring Mrs. C many excell CowBe vigorous worthw promot of inco

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Januar





Joe H. Watt

**Eastern Star and past president of the Wyoming CowBelles.**

Arlene Watt has been very active in the various programs of the Wyoming CowBelles. During the storm of '49 she hauled their cookbooks to be mailed and sold to town in burlap sacks by team and wagon, battling

drifts of snow all the way. The past two years she has devoted a great deal of her time to the beef promotion program.

Arlene enjoys entertaining and is a gracious hostess. Her sense of humor, friendly, enthusiastic and bubbling personality, along with her being very capable, make her a natural leader in every undertaking in which she is a part.—Mrs. Donald W. Jewett.

\* \* \*

(Since these Ladies' Choice pages began almost seven years ago, all our relations with Mrs. Watt and her efficient Wyoming CowBelles have been happy ones. Recognizing the fact that as first vice-president she is very likely to succeed to the presidency of the National CowBelles at convention-time this month, I'd like to say "Welcome" to her. I am sure she'll be a fine leader, a worthy successor to the three wonderful ladies who have preceded her in this office. Ed.)

## American National CowBelle Chimes

WYOMING EDITION

Vol. 3, No. 1 January, 1955  
Editor: Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

Copies of BEEF COOKERY, the all-beef cook book compiled by the American National CowBelles, are now available through Mrs. Clyde Carlisle, Box 1005, Porterville, Calif. Sale price of each book is \$2, with a 12½ per cent discount on orders of 100 books or more and a 10 per cent discount on 50 or more. Profit on sale of books is to be retained by the organization sponsoring the sale, and it is the hope of Mrs. Guthrie, Mrs. Carlisle and the many others who contributed to this excellent volume that state and local CowBelle groups will push its sale vigorously during 1955, both as a worthwhile contribution to the beef promotion campaign and as a source of income for their own organizations.

Recipes for this book were collected from ranchwomen throughout the United States, from famous chefs of the Waldorf Astoria Hotel in New York and the Willard Hotel in Washington as well as from chefs of other hotels, steamship lines and railroads. A special section is devoted to recipes contributed by Mrs. Dwight D. Eisenhower, Mrs. Richard Nixon, Mrs. Dan Thornton of Denver and Mrs. Jay Taylor of Amarillo.

The book is delightfully illustrated with whimsical sketches by Dorothy Donelson of Yakima, Wash., as well as by the brands of the many ranch families whose contributions made its publication possible.

BEEF COOKERY is a book that any housewife, be she city gal or a ranch

woman, would be proud to own. We hope you'll buy one for yourself and copies for your friends.

\* \* \*

I know that you, too, miss a message from our president this month. It was a happy experience working with Mrs. Guthrie and her officers during 1954 and I shall miss them. Nonetheless we can look forward to a busy and successful year ahead with the new officers to be elected in Reno this month. This growing organization, the National CowBelles, is a heavy burden to fall on the shoulders of any group of five officers. . . . Let's all stand behind them, resolved to help in every way we possibly can.

And so again, thanks to Mrs. Guthrie, Mrs. Carlisle, Mrs. Joe Watt, Mrs. Trego and Mrs. John Hanson for a job well done. And a warm welcome to the National CowBelle officers for 1955.

—Dorothy McDonald.

\* \* \*

## REPORT ON THE WYOMING COWBELLES

Wyoming's CowBelles make a small chime in the clang of the great National "cowbelle," but this year we are proud to feel we may make a little louder one with our own Mrs. Joe Watt as the National president.

"The wives of the Wyoming cowmen were the first to organize, on a statewide basis, an auxiliary to a stockmen's association," says Maurice Frink in **Cow Country Cavalcade**. "This took place in June, 1940, at the 68th annual convention of the Wyoming Stock Grower's Association. The idea is credited to Mrs. George Snodgrass of Casper, and she drafted the first constitution." Mrs. P. J. Quealy of Kemmerer was elected the first president by 60 charter members. Our group now has grown to 606 ranch women.

Clara Fowler Fuller, who has worked diligently in our organization since its beginning and is one of our charter members, is the incumbent president. Moving to a ranch 60 miles northwest of Sheridan at the time of her marriage to Lawrence Fuller, Clara has reared four boys. Lawrence, Jr., has operated the home ranch since his father's death in 1943. Elisha, David and Charles are now serving in the armed forces. "I came to the ranch as a bride in 1915," says Mrs. Fuller, "and it has been home ever since. I love it there, remote as it is, perhaps because there 'I look to the hills from whence cometh my help.'"

Mrs. Fuller is ably assisted by vice-president and public relations chairman, Mrs. George Cross, Jr., of Douglas; the secretary-treasurer, Mrs. W. J. Brown of Weston; historian, Mrs. Jack Dinwiddie, Centennial; parliamentarian, Mrs. Norman Sanford, Thermopolis; and auditor, Mrs. John Kvenild, Big Piney.

Through the years we have sponsored several successful programs to further our husbands' stock industry. More recently we have included Operation Information and beef promotion. The former program, headed by Mrs. Joe Watt and Mrs. Fred Boice, was to bring information to the public about the cattle industry and to promote better relations between town and country women.

Our program of beef promotion was begun by Mrs. Verne Barton, Sr., of Upton, immediate past president. Nelda Barton belongs to an old Wyoming ranch family, her grandparents having been among the very early settlers of Crook County, locating on Inyan Kara Creek in 1880.

This year a more extensive program of beef promotion is planned, with the Wyoming CowBelles endeavoring to cooperate with the National as well as working in their own state. A chairman has been appointed to organize and promote the industry in each coun-



**Presentation of the 4-H award of the Wyoming CowBelles at the State Fair. Mrs. George Cross, Jr., of Douglas is handing the check to Janice Podolak of Lusk.**

ty. Funds not to exceed \$300 were set aside to finance this program.

Radio and newspaper facilities have been utilized; stickers and license tabs have been distributed. Floats were entered in parades in Niobrara, Natrona, Johnson and Hot Springs counties. The Natrona County float was winning entry at the Central Wyoming Fair; Teton County float the prettiest at the Jackson Hole Rodeo and Racing Association meeting; Johnson County float was second in the commercial division at the county fair. Fair booths were set up in Gillette, Buffalo, Cheyenne, Douglas and Casper. Sheridan had boys carrying beef slogans in their rodeo parade.

Johnson County, under Mr. Frank Long's leadership, has had a weekly program. Recipes featuring beef have been placed in restaurants, meat markets, motels and grocery stores. Teton County has had an unusual beef jingle contest, with the winners of the 10 best limericks getting a pound of breakfast bacon apiece.

This group has supported the work of philanthropic organizations and under Mrs. Boice's administration

**\$5.25 TATTOO MARKER**  
EXTRA LETTERS OR FIGURES - 25¢ EA.

Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

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Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



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Several kinds to select from. Write for prices.

## NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



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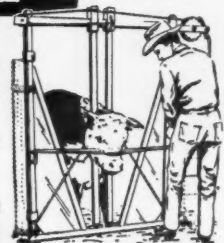
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**BREEDERS SUPPLY CO. COUNCIL BLUFFS IOWA**

## FARNAM CHUTE GATE

Enables you to quickly restrain and safely hold animals for inspection, treatment, dehorning, vaccination, ear marking, etc. Makes cattle handling easier, safer, faster. Every stock farm needs and should have this low-cost stock-holding gate.

Accept This "FREE TRIAL" OFFER Try this Gate at our risk! Write for Illustrated Literature and "30-Day Trial Plan" Farnam Co., Dept. 3



Omaha, Nebr.

established a \$100 nursing scholarship. . . . In Mrs. Robert O'Neil's presidency an annual award was instigated for the girl showing the best breeding animal at the state fair. . . . Each year \$50 is given to the cancer fund.

In 1948 the Wyoming CowBelles published a cookbook with a real cowhide cover which proved very popular. They adopted a permanent pin in 1951 (with a bell that rings) and since 1949 each retiring president has received a gold past president's pin.

Several Wyoming CowBelles are numbered among the charter members of the National, with membership still maintained on an individual basis. Mrs. George Snodgrass has served as vice-president and parliamentarian of the National CowBelles.

The following excerpt from the historian's notebook, written by Mrs. Frank Mockler of Dubois, ably expresses the feeling of all Wyoming CowBelles:

"Conventiontime is 'Old Home Week' for the rancher's wife. Although the CowBelles have their own meetings, none ever interfere with the program and speeches the stock growers have arranged, for the women attend these meetings as religiously as the men. This interest of the women in their husbands' business always amazes the city businessmen. However, it is this interest that is the key to the complete living and true companionship that ranch life means to families."

—Mrs. W. J. Brown, Secretary-Treasurer.

## REPORT ON THE WYOMING COWBELLES CONVENTION:

One of the outstanding events of the CowBelles' convention in Laramie in 1954 was the president's breakfast given by Mrs. Verne Barton, Sr., for her officers, chairmen and past presidents.

At the annual CowBelle banquet attended by 200 ladies, an excellent dinner of roast beef was served. Favors

and gifts of a pound of beef bacon to each lady present, as well as jar openers and billfolds, were given by the Tri-State Milling Co., Sioux City Stock Yards, and Mr. Jim Buntun of the Laramie Feed Store. An interesting program was offered by Mrs. Jack Dinwiddie and Mrs. Holly Hunt, assisted by the Albany and Platte County CowBelles; Mrs. Randy Watkins who gave a commentary on Egypt, and the Four Does, a vocal quartet.

The CowBelle no-hostess luncheon was served to 200 guests. Mistress of ceremonies was Mrs. Eugene Phisterer of Pinedale. Lee Keith of Kaycee, beef promotion chairman, spoke briefly. He then was made to sing a CowBelle song, which was greatly enjoyed by the audience, if not by him.

—Mrs. Joe Watt.

## HERE AND THERE WITH THE COWBELLES

The California CowBelles held their annual convention in conjunction with the Cattlemen in Sacramento on Dec. 7-9. Officers elected for the forthcoming two-year term were Mrs. Jim Owens of Red Bluff, president; Mrs. J. B. Williams of Granite Station and Mrs. Lawrence Daley of Escondido, vice-presidents; Mrs. Leland Davis of Red Bluff, secretary-treasurer. Entertainment for the visiting CowBelles included a luncheon, a no-hostess breakfast, and a tour of the State Capitol where the ladies met California's governor and other state officials. Parties enjoyed by both Cattlemen and CowBelles were the annual banquet and a dinner featuring "Ike's Beef Stew" and excellent professional entertainment. Hosts were the Sacramento Chamber of Commerce and local meat packers and processors. National CowBelle President Mrs. John Guthrie and Secretary Mrs. Clyde Carlisle were present to show the first copies of "Beef Cookery" off the press and to urge support of this project.

The Archuleta County (Colo.)



The Niobrara County (Wyoming) parade float.

AMERICAN CATTLE PRODUCER



CowBelles and Cattlemen convened in Pagosa Springs on Nov. 26 with a covered-dish dinner prior to the business meetings. The program included musical numbers by Miss Georgia Lou and Mr. Jack Keane; a reading by Miss Marisha Crouse, and a film, "The National Western." It was announced that for the second time Miss Jean Macht and Bob Shahan were, respectively, awarded the CowBelle and Cattlemen traveling trophies for outstanding 4-H girl and boy.

At the recent meeting of the Tulare County (Calif.) CowBelles at Visalia, Iris Klein was elected president. Mrs. John Guthrie, National president, was there to report on the book, "Beef Cookery." Plans were announced for a joint meeting with the Kern County group during February. Next meeting of the Tulare County CowBelles was set for Orosi on Jan. 22.

As a part of their cooperation with the Stock Growers' public relations committee on beef promotion, the South Dakota CowBelles are working toward having special "CowBelle" and "cowboy" luncheons and dinners on every restaurant menu during 1955—these to feature the cheaper cuts of beef. (An excellent idea that the rest of us might also consider.—Ed.)

Columbine (Colo.) CowBelles held their annual Christmas party in Grand Junction early in December, at which time Mrs. Ken Matchett, beef promotion chairman, told of the CowBelles' plan to distribute free packages of beef bacon and beef sausage to shoppers in local grocery stores one Saturday during December.

A quarterly meeting of the Arizona Cattle Growers and CowBelles was held in Phoenix on Dec. 2-3. Arizona CowBelles and Cattle Growers also had a successful booth at their state fair in the fall, at which recipe folders and other publicity material were handed out to those who stopped at this attractive display.

Nebraska CowBelles are proud of member Mrs. A. B. Snyder of North

Platte, whose 85,000-piece quilt was a blue ribbon winner in the nation-wide quilt contest featured by the home department of the Eastern States Exposition in Springfield, Mass. Mrs. Snyder and her daughter, Mrs. Harry Yost, flew east for the exposition, and Mrs. Snyder was interviewed and photographed for radio and television.

South Dakota's interesting beef recipe folders, CowBelle Specials, have been distributed to the counties of the state by the home agents of the extension clubs, to whom the CowBelles wish to extend their thanks. One of the recipes from this folder was featured over Station KSGN during October and recently producers of a TV show over, WOW, Omaha, have asked to use some of these recipes on the program. (We have borrowed from this folder for Home on the Range this month, too.—Ed.)

Mrs. Charlie Eder, wife of the State Cattleman of the Year, was the honored member when the Okanogan County (Wash.) CowBelles met at the Civic League building in Tonasket in December. A roast beef luncheon was served by the ladies of the American Legion Auxiliary. Mrs. Robert French, president, appointed Mrs. Loris Gillespie and eight other CowBelles to serve as her beef promotion committee. Different types of advertising material were shown by Mrs. Ray Kinchelo, state president, who had just returned from a state beef promotion committee meeting in Pullman. Other members have been visiting the schools getting the poster contest under way. A report showed that \$74 was realized from the dinner served at the Hereford breeders' sale last November; \$25 of this was voted to be used to help defray the expenses of Mrs. Phillip Paul of Ellensburg, composer of the words and music of the Washington CowBelles Song, when she goes to Reno to present the song at the National convention.

Trim that tummy  
Build that chest  
Wyoming's beef is  
The very best.

## FEWER ON FARMS

Population on farms decreased by more than 5 million between 1940 and 1945, says the Dec. 10 issue of The Agricultural Situation. There was some net return to farms for two or three years after the war, it is pointed out in the article, but people again left farms in large numbers after 1948; and since 1950 farm population has dropped about ¾ million a year, on the average. Also, many employed persons living on farm do not work in agriculture; in 1954 this applied to about 3 million persons, and of these, 1 million were women.

## DO YOU AGREE?

Maybe the farmer should take another look at the lowly pig—in light of a statement from Cornell specialists at Ithaca, N. Y., who say that animal has long been underrated. It is, they believe, one of the smartest of hoofed animals and, given a chance, one of the cleanest as well. Hoofed animals are rated as much more intelligent than poultry, but below the dog and cat. According to the Cornell statement, hoofed animals following the pig in estimated intelligence are: mules, horses, goats and sheep, with cows probably following after horses. It is believed that the pig doesn't have a chance to display its real talents because it goes to market before it is a year old, when it has actually a much longer potential life span. The mule is listed above the horse for its traditional stubbornness; unlike a horse, which will work itself to death, the mule can take care of itself.

## RALSTON AGAIN HELPS STUDENTS

Under the Ralston Purina Company's research fellowship awards program for 1955-56, 10 outstanding agriculture college students will be able to do graduate work. The firm announces that application blanks and rules of the annual program are now being sent to institutions in this country and Canada. Three fellowships will be awarded in animal husbandry, three in dairy husbandry, three in poultry husbandry and one in veterinary science. Each is worth \$1,560. Selection of the winners will be made, as in the past, by a committee of five.

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OVER 30 YEARS. YOU GET . . .



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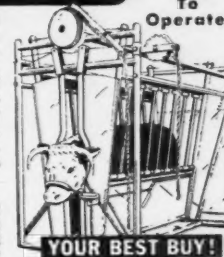
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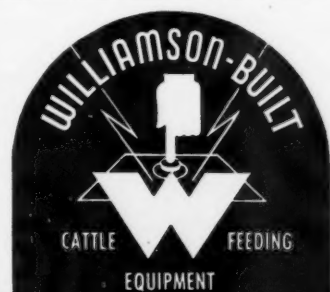
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January, 1955

# SALES

**FEB.  
3-4-5  
CALIF**

You can't go wrong at

## RED BLUFF

Horned Herefords — Polled Herefords  
Shorthorns — Angus

The nation's largest sale of Inspected and Graded Bulls.

**FEB.  
13-14  
CALIF.**

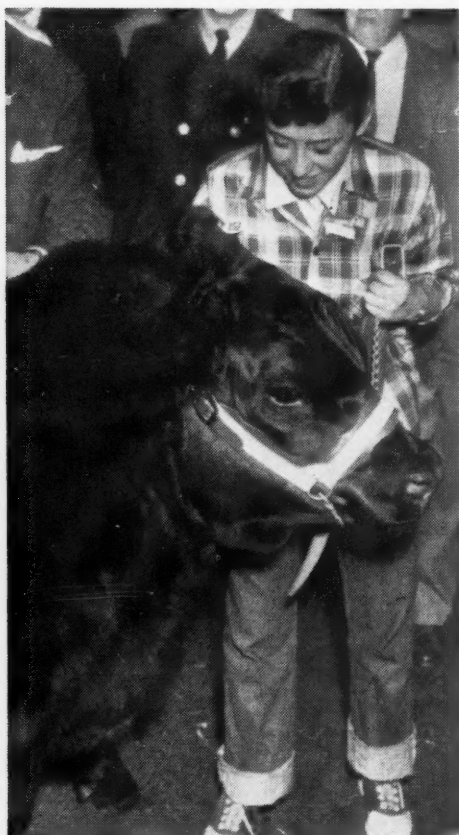
## SACRAMENTO SHOW and SALE 100 BULLS — 25 FEMALES

Feb. 13-14 at California State Fair Grounds,  
Sacramento, Calif.

For catalog, write to: Wray L. Bergstrom, Secretary,  
CALIFORNIA HEREFORD ASSOCIATION, Pleasanton, Calif.

## BREEDERS: USE THIS SPACE

To give essential facts about your next sale. It will bring you the buyers. The cost is small.



Janice Hullinger (left), 16-year-old farm girl from Manly, Ia., pats "Shorty," her 1,080-pound Angus summer yearling after it won the grand champion steer award at the International Live Stock Exposition in Chicago in early December. At right, Barbara Clausen, 15, Spencer, Ia., has a hug for her summer yearling Shorthorn that took reserve grand champion honors. Miss Hullinger's "Shorty" was adjudged the finest beef animal of more than 850 that competed for the coveted award.



## THE INTERNATIONAL SHOW

In the 1954 International Livestock Exposition at Chicago, the grand championship went to a 16-year-old 4-H girl, Janice Hullinger of Manly, Ia., for her summer yearling Angus steer. Barbara Clausen, 15, of Spencer, Ia., took reserve grand honors with a Shorthorn. Of the 92 carloads competing for top steer honors, John F. Mommsen & Sons of Miles, Ia., got the nod for their carlot of 15 Angus heeves. The three prime steers exhibited by Pennsylvania State University took top award in group-of-three steers.

In the Hereford show, breeders from 13 states saw Portage Farms of Woodville, Ohio., win champion and reserve champion bull honors and female championship; McCormick & Rutledge Farms of Medina, Ohio, claimed reserve honors.

In the Angus "Show Window" sale 50 registered cattle brought an average of \$1,331. The 10 bulls consigned, sold for \$10,235, to average \$1,024, and 40 females \$56,310 for a \$1,407 average. Total for the 50 purebreds was \$66,545. Highest price of the sale was \$7400; the top bull brought \$2,200.

In the Angus show competition, 100 breeders showed nearly 250 head, and J. Garrett Tolan Farms of Pleasant Plains, Ill., and Pennsylvania State University took top honors.

The International Shorthorn Congress sale totaled \$59,305 on 68 lots to average \$872, with 35 bulls going at \$963 and 33 females at \$776. The top bull, going from a Canadian seller to a Canadian buyer, brought \$5,100. Top female price was \$2,700.

## DENVER HAS NAT'L WESTERN POLLED HEREFORD SALE

The total sales of last month's annual National Western Polled Hereford Show and Sale at Denver came to \$76,685 on 68 lots, with 46 bulls averaging \$1,280 and 22 females \$809. The top bull, a summer yearling consigned by Orvil E. Kuhlman of North Platte, Nebr., sold for \$5,100. The female top was a consignment from John Rice & Sons, Sheridan, Wyo., at \$4,300.

C. A. Norgren of Englewood, Colo., succeeds Walter Lewis of Larned, Kan., in the presidency of the association. Jim Gill of Coleman, Tex., becomes vice-president and Paul V. Pattridge, Golden, Colo., remains as secretary-treasurer.

## OKLA. POLLED HEREFORDS BRING \$382 AVERAGE

An average of \$382 on 55 lots totaling \$21,040 was set in the Oklahoma Polled Hereford sale at Enid last month. The average on 23 bulls was \$381; on 32 females the figure was \$384. The bull prices were topped by a \$900 seller and the females at one for \$1,100.

AMERICAN CATTLE PRODUCER

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Long grown northern Texas, lege th groups Hector mans cent lo and the per cent m termin more h a Brah searche is a goo sulation loss of sun's h

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## COLDER CLIMATE BRAHMAN HAVE HEAVIER COATS

Longer, thicker winter coats are grown by Brahman cattle raised in northern Oklahoma than in south Texas, declares a Texas A.&M. College thesis study. Working with two groups of cattle of the same bloodline, Hector de Armas found that the Brahman of Oklahoma had hair 17.3 per cent longer than their Texas cousins, and the diameter of their hair was 8.1 per cent greater and density 14.3 per cent more. It has previously been determined that there are 60 per cent more hairs per square inch of hide on a Brahman than on a Jersey. The researcher believes the density of hair is a good indicator of the amount of insulation the animal possesses against loss of heat in winter and absorption of sun's heat in summer.

## ARIZONA SHOW GOING BIG

Exhibitors from 16 states sent cattle to the seventh annual Arizona National Livestock Show in Phoenix Jan. 3-8. States as far away as Delaware and Washington were represented in the 800 head exhibited, which included Herefords, Angus, Shorthorns and Brahman. Also consigned were 170 cattle by 135 4-H and FFA youths. Premiums totaled \$30,405. The Arizona show this year has been designated a "Register of Merit" event by the American Hereford Association, becoming one of 10 such shows in the country.

## IDAHO BULLS SELL \$19,215

The sixth annual fall range bull sale of the Idaho Cattlemen's Association at Weiser on Dec. 4 saw total sales of \$19,215 on 55 bulls, for a \$349.35 average. The top 10 animals averaged \$484.50; 15 A bulls figured \$447.67 for a total of \$6,715. On 26 B bulls the average was \$354 for a \$9,225 total; on 14 C bulls the total was \$3,275 for a \$233.75 average.

## HARVEY McDUGAL HEADS CALIF. HEREFORD ASSN.

The California Hereford Association has elected to the presidency Harvey McDougal of Collinsville; he succeeds Richard Hamel of Herald. C. Bruce Orvis of Farmington was named vice-president; Wray L. Bergstrom of Pleasanton remains secretary-treasurer. The organization selected Feb. 13-14 as dates of its 1955 annual spring show and sale at Sacramento.

## CALIF. SHORTHORN HEAD

Newly elected to the presidency of the California Shorthorn Breeders at their annual banquet meeting some weeks ago in Sacramento was R. L. (Larry) Cameron of North Sacramento. He was named to succeed John McArthur of McArthur. Neil F. Hulbert of Auburn was elected vice-president and Ralph Jones of Porterville is the new secretary-treasurer.

January, 1955

# BULLS

FOR SALE AT PRIVATE TREATY

## FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
Meeker, Colo.

## POLLED OR HORNED HEREFORD BULLS

Our bulls have sired top selling feeder cattle for many commercial cattlemen

RUGGED BULLS

REASONABLE PRICES

A. B. Hardin

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Gillette, Wyo.

We have 26 coming 2-year-old bulls for sale. Heifers, weaners to 3-year-olds, bred and with calf at foot. You'll like them and their production.

## F. E. MESSERSMITH & SONS

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## ABERDEEN-ANGUS CATTLE

Purebred and  
Commercial

GRASS RANGE

N BAR RANCH

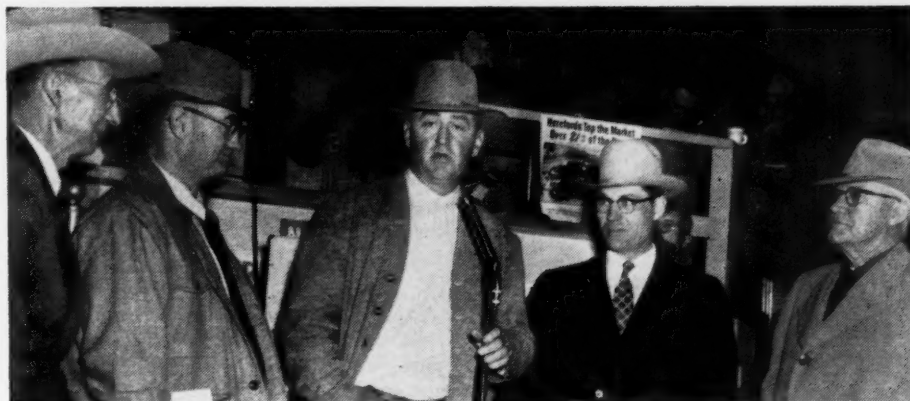
MONTANA

## CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon



At the 1954 Red Bluff (Calif.) Bull Sale Jim Owens, chairman of the Tehama County Cattlemen's Association (center) presents Cattlemen of the Year from Oregon, Washington, Nevada and California. The honored men shown with Mr. Owens are (l. to r.) Everett Shibley, Estacada, Ore.; Alex H. "Dutch" Bremner, Republic, Wash.; Fred Dressler, Gardnerville, Nev.; W. Hugh Baber, Chico, Calif. Recognition of the western Cattlemen of the Year is an annual feature of the Red Bluff sale.

## NEW ANGUS LEADER

The new head of the American Aberdeen-Angus Breeders Association, which in 1954 passed the 28,700-member mark, is A. H. "Tex" Spitzer, Jr., of Pleasant Plains, Ill. The breed organization has announced it will move its headquarters from Chicago to St. Joseph, Mo., and will construct a building there. The association's meeting drew some 253 delegates who also named S. C. Fullerton, Jr., of Miami, Okla., to the vice-presidency. Frank Richards is executive secretary.

## RED BLUFF SALE PLANS

Consignments have been completed for the 14th annual Red Bluff (Calif.) Bull Sale, Feb. 3-5. A total of 371 bulls will be on hand, with 245 horned Herefords, 38 Polls, 65 Shorthorns and 23 Angus.

Announcement of plans for the event comes from Donald M. Smith, secretary-manager of the event, whose retirement as Tehama County executive farm advisor has been disclosed. He will be associated with the Sacramento Valley Irrigation Committee, but will also continue to manage the Red Bluff Sale, which he helped organize in 1942.

The program for this year's sale includes grading of 250 horned Hereford range bulls on Feb. 3; grading of Polled Herefords, Shorthorns and Angus in the forenoon with sale in the afternoon of Feb. 4, and the sale of 250 head of horned Hereford bulls, all service age, on Feb. 5.

## WYOMING HEREFORDS SELL

The recently held Wyoming Hereford Association's sale at Casper brought in a total of \$90,665 on 169 bulls for an average of \$536. The champion bull, consigned by Lazy River Ranch of Saratoga, was bought for \$1,900 by Sam Hyatt of Hyattville, former president of the American National. The top selling bull was consigned by O. M. Wallop of Big Horn and brought \$3,125.

## DENVER JUDGES ANNOUNCED

The 49th annual National Western Stock Show at Denver, Jan. 14-22, will have the following judges: Herman Purdy of Pennsylvania State University, on fat steers; Herb Chandler of Baker, Ore., on Hereford breeding cattle; Dr. A. E. Darlow of Oklahoma A&M College, Angus breeding cattle; Prof. Don Good of Kansas State College, the Shorthorn classes. A. D. Weber of Kansas State College and Fred Dressler of Gardnerville, Nev., have been selected for judging carloads of breeding bulls. Emery Overly of Wilson & Co., Denver, will place fat cattle carloads, and Bill Farr of Greeley will be one of the judges of feeder cattle carloads.

## Personal Mention

Sam C. Hyatt, former president of the American National, has been appointed to the Wyoming Natural Resources Board; he fills the vacancy left by the death of J. Elmer Brock, also a past president of the National.

Walter C. Crew, vice-president of the Denver Union Stockyard Company, has been named general manager of the concern, relieving President L. M. Pexton, who desired to relinquish the managerial title and the duties of that post. He will, however, continue to be active as president.

A. Hartwell Carter, manager of the Parker Ranch in Hawaii, has been elected head of the Hawaii Cattlemen's Association.

Three outstanding men this year share the Washington Cattleman of the Year award, presented recently at a banquet in Ellensburg. Honored were Charles Eder of Okanogan County, named Cattleman of the Year; John Clerf of Ellensburg, recognized as Rangeman of Year, and Carl Johansen of Enumclaw, the Cattle Feeder of the Year. About 400 persons were present at the testimonial dinner.

Announcement was made last month by A. A. Smith of Sterling, Colo., former president of the American National, of transfer of remaining ranch holdings of the Haley-Smith Cattle Co. to Jack and Xenia Casement of Padroni. The Haley-Smith firm will continue to run some steers with the Casements, and also on the ranch of Tony Fogale, an associate who bought part of the ranch about two years ago.

Rex Messersmith, past president of the National Junior Cattlemen and also president of the Nebraska Juniors, is to be married to Barbara A. Best, now of Phoenix. Young Messersmith is engaged in radio and TV work in Lincoln, in the extension department of Nebraska University, and still retains an interest in the family ranch at Alliance.

O. W. Lyman of Burdett, Kan., formerly public relations chairman in the American National Cattlemen's Association, was recently elected president of the Kansas Watersheds Association during that group's annual meeting at Topeka.

Allan Kline, since 1947 president of the American Farm Bureau Federation, has resigned that post for health reasons. Charles Shuman, Sullivan, Ill., president of Illinois Agricultural Association, succeeds him.

J. Evetts Haley of Canyon, Tex., outstanding western folklorist and a feature speaker at the American National's convention in Reno, has written "Story of the Shamrock." It treats of the 25 years of the Shamrock Oil & Gas Corp.

## Elmer Brock Dies



**J. Elmer Brock:** Mr. Brock, one of the American National's best known members, one of its past presidents and also a former president of the Wyoming Stock Growers Association, suffered a fatal heart attack on Dec. 6. Mr. Brock, who resided at Kaycee, Wyo., was 72. Nationally known and well liked for his able participation in livestock affairs and for his twinkley-eyed friendliness, Mr. Brock had devoted a great deal of time and attention the past few years to his chairmanship of the Wyoming Natural Resources Board. He will be widely remembered for his long and loyal service to local, state and national organizations. He had lived in Wyoming since the age of two, when his father brought the family from Missouri. Mr. Brock was the father-in-law of another well known cattleman, Dan Hanson of Lusk, Wyo.

An expression of the esteem in which Mr. Brock was held by his colleagues can be found in a resolution passed by the executive committee of the Wyoming Stock Growers, meeting shortly after his death. In it were these words: "... to all those who believed in the potential of the West, the passing of J. Elmer Brock marks a date which we had hoped would come much later. This country can ill afford to say Goodbye to men of his caliber. . . . In times of distress or of international crisis, the livestock industry of Wyoming and the nation were fortunate to have his leadership. In more level periods, his was the advice which was sought. For he was a man blessed with a healthy discontent. He wanted to make this West a little bit bigger, a little bit better, and to make everyone a little bit happier.

An editorial in the Sheridan Press on Dec. 8 said: "Elmer Brock was a leader among stockmen, among Wyoming historians, in Wyoming politics; he was a leader in the development of

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his state and county and community. He was a pioneer cattleman who believed life wasn't worth living if a man didn't participate fully.

"But what of his personal philosophy? ... Elmer Brock was an individualist. He was never sold on government bureaus, and yet he respected the individuals making up those bureaus. Although he could disagree hard, he never denied the right of the other fellow to hold an opposite opinion. ... We are saddened by his death, but uplifted by his life. He built a good foundation, and made life more worth living."

**Leroy Rankin:** At age 42, Mr. Rankin succumbed following major surgery at Bakersfield, Calif. A lifetime resident of Walker's Basin, he was a former president of the California Cattlemen's Association and of the Kern County Branch, CCA.

**Ernest R. May, Sr.:** This widely known cattleman of Sunshine, Wyo., passed away last month at Colorado Springs, where he had lived for the past few years. Born in the Dakota territory in 1884, he had moved to Sunshine in 1901.

**Mrs. Eunice P. Carpenter:** Mrs. Carpenter, wife of Farrington R. Carpenter of Hayden, Colo., died last month; she was 66 and had been ill a brief time. She was born in 1888 at Lyndon, Kan., and married in 1920. Several years ago she was the only woman appointed by then Governor Lee Knous to the Little Hoover Commission. Her husband, widely known Hereford rancher and state representative, was the first administrator of the Taylor Grazing Service.

**Fred Gill:** One of California's prominent cattlemen, Mr. Gill passed away several weeks ago at his home in Exeter at age 85. A native of Iowa, he had been brought to California at the age of four. He had been in poor health for some time preceding his death.

**J. W. Goss:** A former president of the Colorado Cattlemen's Association, passed away in Pueblo, at 85.

## FARM INCOME

In the months January through November of 1954 farmers received about \$27.2 billion for what they marketed—4 per cent less than in the same period of 1953, says the Dec. 16 report of Agricultural Marketing Service. Averages on all farm product prices were 3 per cent lower than last year. Livestock and livestock products accounts for about \$15.3 billion, 3 per cent lower than last year. Cattle and hogs brought in somewhat more but not enough to offset lower receipts from eggs, chickens and dairy products. Crop receipts totaled about \$11.9 billion in the 11-month period, 6 per cent below the same months in 1953, with considerable declines in receipts from cotton, wheat and truck crops.

January, 1955



Jan. 10-12, 1955—58th annual convention, AMERICAN NATIONAL CATTLEMEN'S ASSN., RENO, NEV.

Jan. 14-22—National Western Stock Show, Denver, Colo.

Jan. 25-26—Convention, Mississippi Cattlemen's Assn., Jackson.

Jan. 28-29—12th annual convention, Alabama Cattlemen's Assn., Mobile.

Jan. 28-Feb. 6—Southwestern Exposition & Fat Stock Show, Ft. Worth, Tex.

Feb. 2-13—Houston Fat Stock Show, Houston, Tex.

Feb. 3-5—Arizona Cattle Growers' convention, Yuma.

Feb. 14-15—Louisiana Cattlemen's convention, New Orleans.

Feb. 15-18—Annual meeting, Western States Meat Packers Assn., San Francisco.

Feb. 18-19—Utah Cattle & Horse Growers convention, Salt Lake City.

Mar. 10-12—42nd annual convention, Kansas Livestock Assn., Wichita.

Mar. 27-29—41st New Mexico Cattle Growers convention, Albuquerque.

June 2-4—64th South Dakota Stock Growers convention, Custer.

June 7-9—Wyoming Stock Growers convention, Casper.

June 9-11—Nebraska Stock Growers convention, Lincoln.

## CHICAGO LIVESTOCK PRICES

	Dec. 21, 1954	Dec. 23, 1953
Steers, Prime	\$28.50-32.50	\$24.50-29.50
Steers, Choice	24.50-29.50	21.50-27.00
Steers, Good	19.50-25.00	18.00-23.50
Cows, Comm.	10.25-13.00	10.75-12.50
Vealers, Ch.-Pr.	21.00-23.00	23.00-24.00
Vealers, Cm.-Gd.	15.00-21.00	17.00-23.00
Calves, Ch.-Pr.	17.00-20.00	17.00-22.00
Calves, Cm.-Gd.	12.00-17.00	13.00-17.00
F.&S. Strs., Gd.-Ch.	18.50-23.50	16.25-22.00
F.&S. Strs., Cm.-Md.	11.00-18.50	10.50-16.25
Hogs, (180-240 lbs.)	17.25-19.25	25.25-26.00
Lambs, Gd.-Ch.	18.50-20.00	19.50-20.75
Ewes, Gd.-Ch.	5.50-6.50	4.50-6.00

## WHOLESALE DRESSED MEATS

	Dec. 21, 1954	Dec. 23, 1953
Beef, Prime	\$45.00-48.00	\$43.00-44.50
Beef, Choice	42.50-45.50	38.00-40.00
Beef, Good	37.00-40.00	32.00-35.00
Beef, Comm.	31.00-34.00	27.00-31.00
Veal, Prime	40.00-43.00	40.00-43.00
Veal, Choice	33.00-39.00	34.00-42.00
Veal, Good	27.00-35.00	27.00-38.00
Lamb, Choice	37.00-40.00	41.00-43.00
Lamb, Good	35.00-38.00	38.00-40.00
Pork Loin, 8-12 lbs.	38.00-40.00	54.00-56.00

## COLD STORAGE HOLDINGS

	Nov. 30 1954	Oct. 31 1954	Nov. 30 1953	5-Yr. Avg.
Frozen Beef	148,203	113,684	190,738	152,595
Cured Beef	10,247	9,139	6,739	10,485
Lamb, Mutton	8,827	7,741	11,151	12,243
Total Pork	327,310	233,612	266,170	318,237
Total Poultry	287,280	275,192	287,153	285,732

## FEDERALLY INSP. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
Nov. 1954 .....	1,602	694	5,841	1,160
Nov. 1953 .....	1,609	658	5,540	1,159
11 mos. 1954 .....	16,894	6,934	46,775	12,979
11 mos. 1953 .....	15,977	6,380	48,619	13,056

## THE COVER

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